Corporate
Identification
Program

Graphic Standards Guidelines

Mountain Bell
Northwestern Bell
Pacific Northwest Bell

US WEST COMPANIES

Graphic Standards
Guidelines

March 1, 1986

Quick Reference

Mountain Bell
Northwestern Bell
Pacific Northwest Bell
US WEST COMPANIES

Bell Symbol Logotype and U S WEST Tag Line

Under no circumstances may the symbol be redrawn, reproportioned, repositioned, drawn freehand, or modified in any manner.

It must also be accompanied by the company logotype and U S WEST tag line.

The Bell symbol must be photomechanically reproduced or clipped from reproduction sheets.

Bell Symbol

+

Logotype

Northwestern Bell

+

U S WEST Tag Line

A **US WEST** COMPANY

=

Corporate Signature

Northwestern Bell

A **US WEST** COMPANY

Corporate Signature

Uses of Color

The Bell symbol should appear in Bell Blue with the company logotype and the U S WEST tag line in black. Or, all three elements may be printed in black or a single color.

Northwestern Bell

A **US WEST** COMPANY

Whenever two colors are used for the corporate signature, they must be Bell Blue and black. Otherwise, the symbol, logotype, and U S WEST tag line must all be the same color.

Corporate Signature

Positioning

One of the following examples must be used.

Horizontal Positioning

Mountain Bell

A **US WEST** COMPANY

Centered Positioning

Northwestern Bell

A **US WEST** COMPANY

Flush Left Positioning

Pacific Northwest Bell

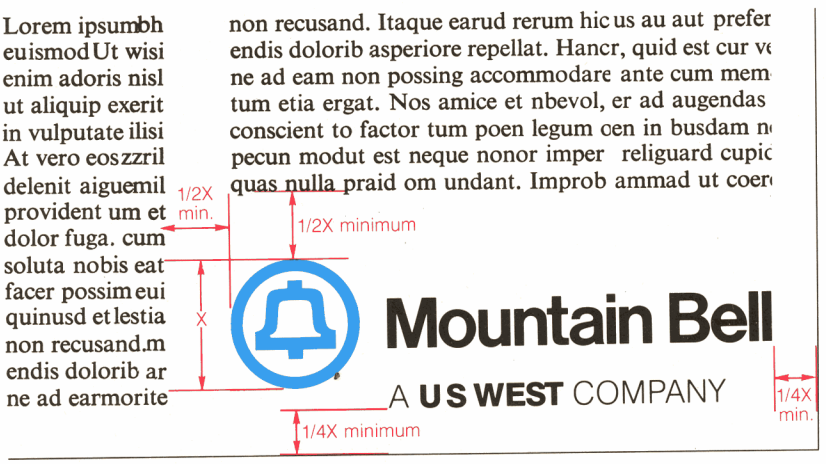
A **US WEST** COMPANY

Corporate Signature

Staging Specifications

Staging is where and how the corporate signature is placed upon the page in relation to other graphics elements.

This example shows required minimum spaces between the corporate signature and any other element, including illustrative material, typography, or the edge of the working area, such as trim edges of the printed surface and borders.


Lorem ipsumbh euismod Ut wisi enim adoris nisl ut aliquip exerit in vulputate ilisi At vero eos zzril delenit aiguemil provident um et dolor fuga. cum soluta nobis eat facer possim eui quinusd et lestia non recusand.m endis dolorib ar ne ad earmorite
non recusand. Itaque earud rerum hic us au aut prefer endis dolorib asperiore repellat. Hancr, quid est cur ve ne ad eam non possing accommodare ante cum mem tum etia ergat. Nos amice et nbevol, er ad augendas conscient to factor tum poen legum oen in busdam n pecun modut est neque nonor imper religuard cupic quas nulla praid om undant. Improb ammad ut coer
1/2X min.
1/2X minimum
X
Mountain Bell
A US WEST COMPANY
1/4X min.
1/4X minimum

You must take a personal responsibility to use our corporate identification correctly and consistently. If you need further information on graphic standards, refer to the Graphic Standards Guidelines binder or call your company graphics coordinator.

MOUNTAIN BELL
Larry Rickards
303-896-2674

NORTHWESTERN BELL
Shel Mendelssohn
402-422-2998

PACIFIC NORTHWEST BELL
Jerry Peterson
206-345-4017

Blue & Ochre Stripes

The stripes are a decorative and optional corporate identification element. If you choose to use the stripes, they must accompany the corporate signature.

Stripes should adhere to the following guidelines:

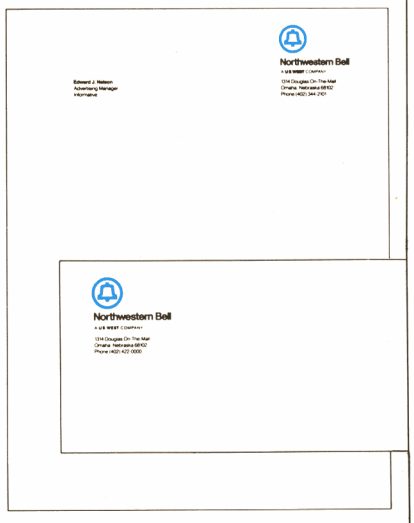
— The blue and ochre stripes are the same height and length.
— The colors are specially formulated.
— The white space is one-half the height of either colored stripe.
— The blue stripe always appears on top or to the left of the ochre stripe.
— The stripes should appear against a white background for maximum impact.

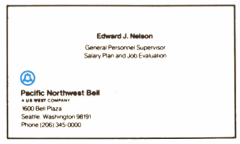
Trademarks

According to the United States Trademark Association, a trademark is "a word, name, symbol or device, or a combination of them, used by a manufacturer or merchant to identify goods and distinguish them from others."

General Stationery

Specific guidelines for all forms of stationery have been established and must be followed exactly. *Do not produce your own stationery.*





For stationery needs, contact the following departments:

MOUNTAIN BELL
Administrative Services
Department

NORTHWESTERN BELL
Administrative Services
Department

PACIFIC NORTHWEST BELL
Administrative Services
District

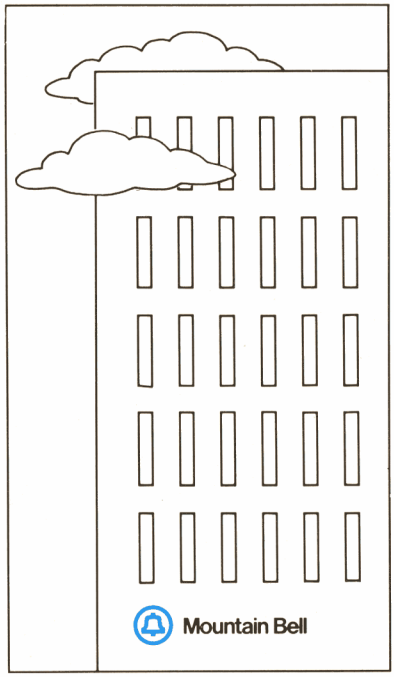
Building

Buildings reflect our image to the public.

Building identification should be bold, clean and easily identifiable. It must also conform to our company identification guidelines. Building identification already in use may contain only the Bell symbol. But you should consider updating your signage and adding your company logotype.

Building identification created *after* December 31, 1983, must display the Bell symbol and the company logotype.

The U S WEST tag line is not to be used on primary building signage.



Building Entry Signage

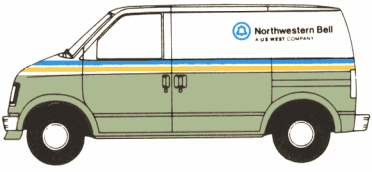
The U S WEST tag line must appear on new secondary building identification, such as doorways, created *after* January 1, 1986.

Vehicles

Our corporate identity is most visible on our fleet of service vehicles.

The new corporate signature and high-visibility stripes create a dramatic look for our vehicles.

Other than the corporate signature and stripes, no supplemental identification, such as decals and bumper stickers may appear on company vehicles.



Corporate
Identification
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Graphic Standards
Guidelines

Introduction

Corporate
Identification
Program

Graphic Standards
Guidelines

March 1, 1986

Introduction

Mountain Bell
Northwestern Bell
Pacific Northwest Bell
US WEST COMPANIES

Private
The information contained herein should not be disclosed to unauthorized persons. It is intended for use by authorized representatives of Mountain Bell, Northwestern Bell, and, Pacific Northwest Bell only.

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Previous Graphic Standards Guidelines are obsolete and should be destroyed.

Who Needs This Binder?

This guide is for all employees who prepare printed and visual communications for their company.

Why Are These Graphic Standards Guidelines Necessary?

These guidelines will help you prepare all printed and visual communications in accordance with *approved* graphic standards.

This guide explains and illustrates approved and unapproved uses of our corporate identification elements. They are the Bell symbol, the company logotype, the U S WEST tag line, and the blue and ochre stripes.

The graphic guidelines presented in this binder are *not* general recommendations, but carefully constructed applications of our corporate identification elements.

Your adherence to these guidelines ensures a unified appearance for our companies.

Negligent display of our corporate identification to the public, to employees, and to our competitors will jeopardize the valuable visual image of our companies.

You must take a personal responsibility to use them correctly and consistently.

Mountain Bell

A **U S WEST** COMPANY

Since These Are "New" Guidelines, What Do I Do About Physical Objects and Printed Materials Already in Use?

Physical Objects:

No change is required for signs, buildings, structures, phone booths, manhole covers and equipment in existence as of Dec. 31, 1983.

All such objects installed after that date that include the Bell symbol *must also* include the company logotype.

All new objects that include the Bell symbol must include the company logotype *and* the U S WEST tag line.

Printed Items:

All existing stationery, forms and supplies that include the Bell symbol *must also* include the company logotype.

New printed materials that include the Bell symbol must include the company logotype *and* U S WEST tag line.

What If I Have Problems or Questions?

Call your company graphics coordinator.

MOUNTAIN BELL
Larry Rickards
303-896-2674

NORTHWESTERN BELL
Shel Mendelssohn
402-422-2998

PACIFIC NORTHWEST BELL
Jerry Peterson
206-345-4017

Mountain Bell

A **US WEST** COMPANY

Northwestern Bell

A **US WEST** COMPANY

Pacific Northwest Bell

A **US WEST** COMPANY

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1 The Bell Symbol

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1 The Bell Symbol

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The Bell Symbol
Alternate Versions

For purposes of extreme reduction, an alternate version of the Bell symbol has been developed.

Version A:

For normal reproduction. This shows weight for use in sizes above ½ inch in diameter. When reduced beyond this point, this version appears too light, particularly when used with the company logotype.

Version B:

For small reproduction only. This style has been designed with more weight. When diameter is a ½ inch and smaller, this version retains the appropriate optical strength.

Version A — For normal reproduction.

Version B — For small reproduction only.

Version A	Version B

While the difference between Version A and Version B is difficult to discern when they are both large, the demonstration to the left clearly shows that Version A loses strength in small sizes.

The Bell Symbol

Under no circumstances may the symbol be redrawn, reproportioned, repositioned, drawn freehand, or modified in any manner.

It must also be accompanied by the company logotype and U S WEST tag line.

The Bell symbol must be photomechanically reproduced or clipped from reproduction sheets.

(Note: the examples following in this section are intended to show alternate versions of the Bell symbol and unacceptable graphics or color usage. In actual usage, the symbol must be used with the logotype and U S WEST tag line.)

The Bell Symbol
It Cannot Be Used within a Word, Name, Phrase, or Sentence

The Bell symbol and the company logotype are a single entity and may not be used within the context of any other configuration.

A — Unacceptable:

The Bell name or symbol cannot refer to anything other than a product, service, or unit of our company.

B — Acceptable:

This example shows the corporate signature elements intact and as a single unit. This phrase placement does not interfere with the signature.

A

"Clear As A "

B

"Clear As Can Be"

The Bell Symbol

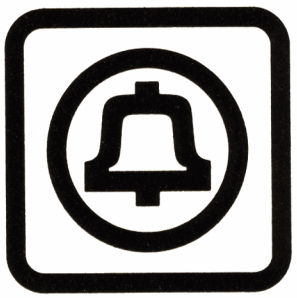
It Cannot Be Used as Part of Another Design. It Cannot Be Used without the Company Logotype and US WEST Tag Line.

The Bell symbol must convey a separate and distinct commercial impression, and may not be used as part of another symbol, design, or device.

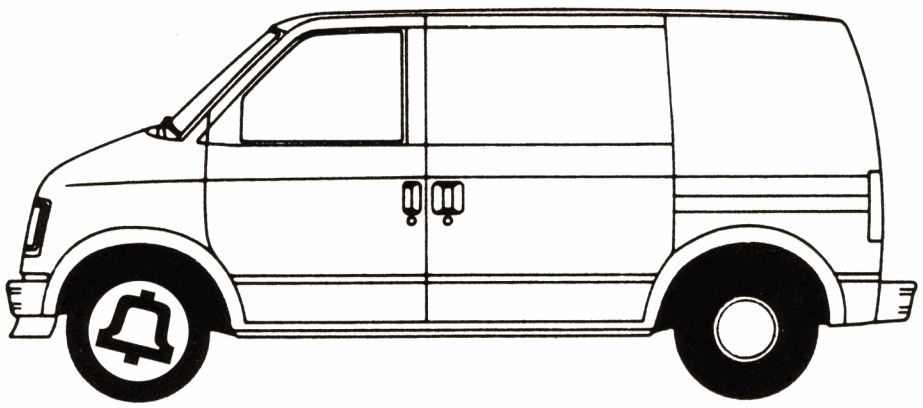
A-C — Unacceptable:
These examples are incorrect.

A

B



C



The Bell Symbol

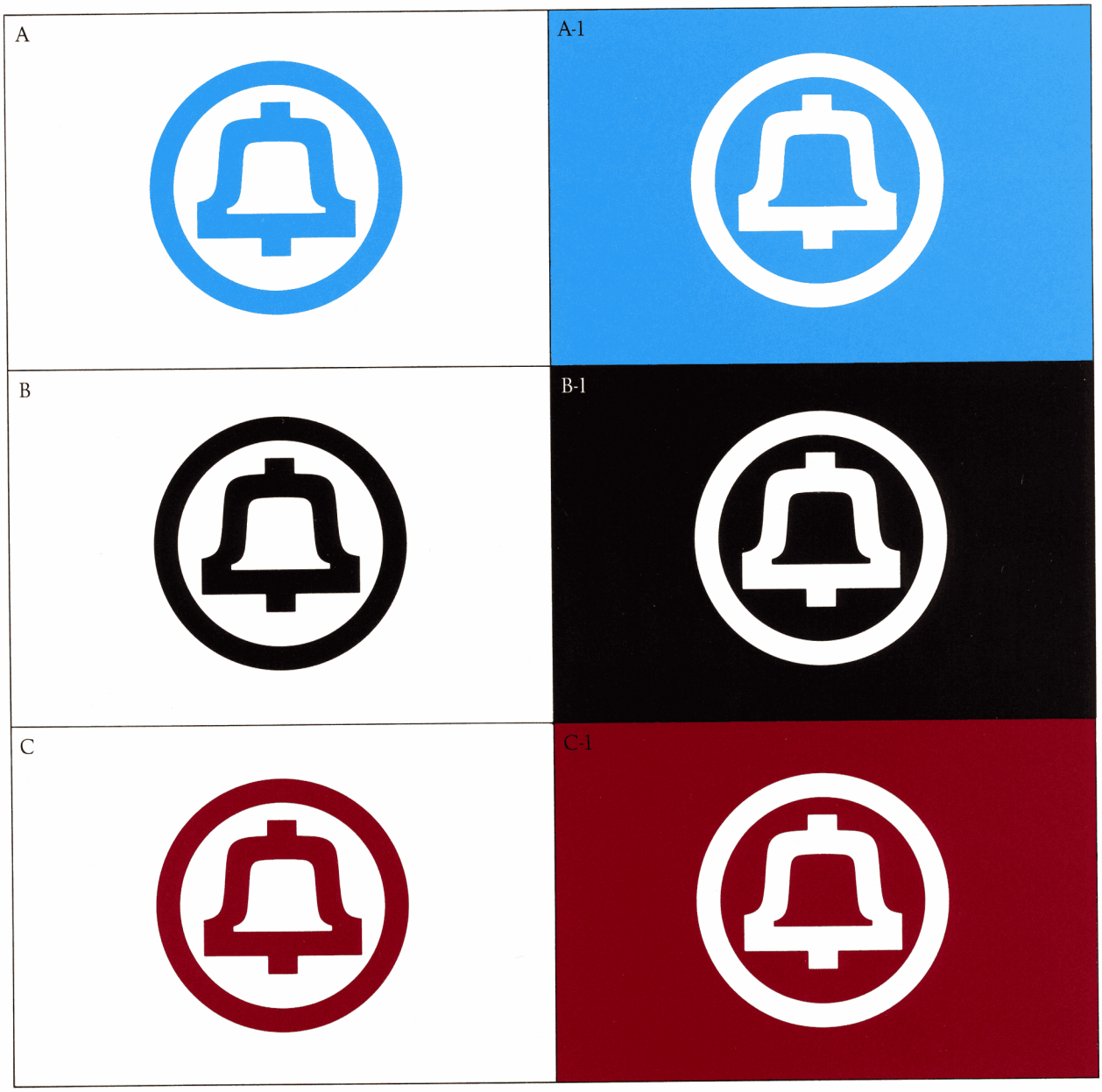
Acceptable Use with Color

The examples below show the use of the Bell symbol in color.

A and A-1 — Acceptable:
Bell Blue should always be a first consideration as a color for the Bell symbol. Because Bell Blue offers sufficient contrast to white, it is permissible to use the symbol in Bell Blue against a white background or (A-1) in white against a Bell Blue background.

B and B-1 — Acceptable:
It is permissible to use the symbol in black or (B-1) white against black.

C and C-1 — Acceptable:
It is acceptable to use a color other than Bell Blue for the symbol or as a background for the symbol in white, provided the color selected offers sufficient contrast in white.



The Bell Symbol

Unacceptable Graphic Techniques

Avoid these examples.

A — Unacceptable:
The Bell symbol must always be shown within its surrounding circle.

B — Unacceptable:
Do not add shapes or other graphic devices to the symbol.

C — Unacceptable:
For the same reason, do not place the symbol against a background of strong pattern or texture.

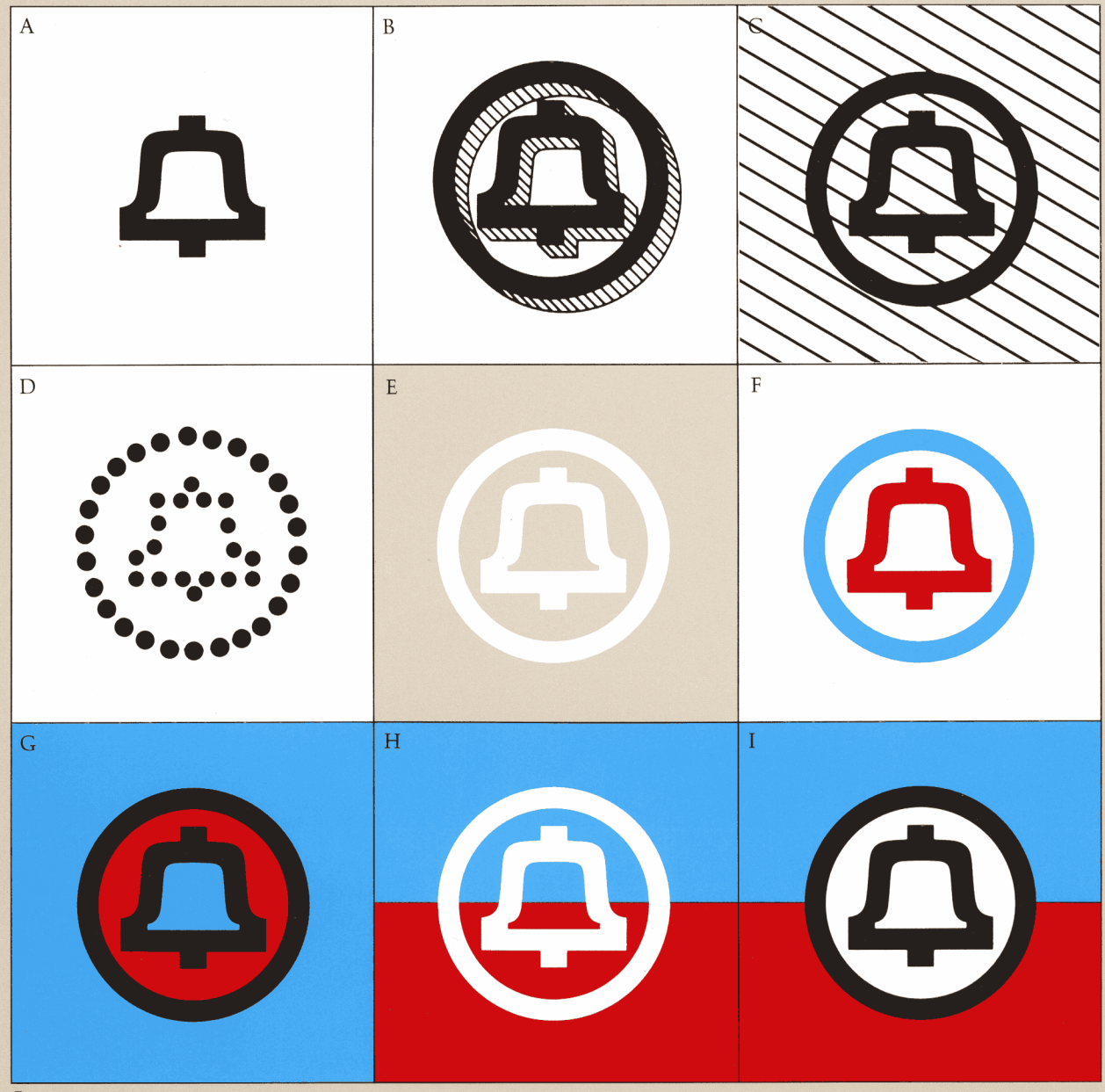
D — Unacceptable:
Do not create the Bell symbol from patterns or other unapproved graphic devices.

E — Unacceptable:
Select colors or tints that provide adequate contrast to their backgrounds. The Bell symbol should never be screened.

F — Unacceptable:
Never use more than one color in the symbol. This destroys its highly recognizable overall shape, as well as its design integrity.

G — Unacceptable:
Similarly, the background and negative areas (the areas inside the circle and Bell shape) must be a single color.

H and I — Unacceptable:
Do not intersect the symbol with color panels, illustrations, or graphic devices.



2 The Company Logotype

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2 The Company Logotype

Mountain Bell
Northwestern Bell
Pacific Northwest Bell
US WEST COMPANIES

Company Logotype

A logotype is the company name: Mountain Bell, Northwestern Bell, and Pacific Northwest Bell.

Do not attempt to set a company logotype yourself. *Always* use the approved reproduction sheets.

Mountain Bell

A **US WEST** COMPANY

Northwestern Bell

A **US WEST** COMPANY

Pacific Northwest Bell

A **US WEST** COMPANY

Company Logotype
Use of Company Initials

The use of company initials (MB, NWB, or PNB) with the Bell symbol in place of the company name is prohibited.

A — Acceptable:
The complete corporate signature conveys the strongest possible impression.

B — Unacceptable:
Initials may not be used with any corporate identification element.

C — Acceptable:
This is the preferred use for a publication title and the corporate signature.

A

Mountain Bell

A US WEST COMPANY

B

PNB

C

FORMS MANUAL

Northwestern Bell
A US WEST COMPANY

3 The Corporate Signature

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3 The Corporate Signature

Mountain Bell
Northwestern Bell
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US WEST COMPANIES

Corporate Signature Using More Than One

There are times when it is practical and economical to create one signature for all three companies to use.

If so, one of the following configurations must be used.

A — Horizontal positioning

B — Centered positioning

C — Flush left positioning

A

Mountain Bell
Northwestern Bell
Pacific Northwest Bell
US WEST COMPANIES

B

Mountain Bell
Northwestern Bell
Pacific Northwest Bell
US WEST COMPANIES

C

Mountain Bell
Northwestern Bell
Pacific Northwest Bell
US WEST COMPANIES

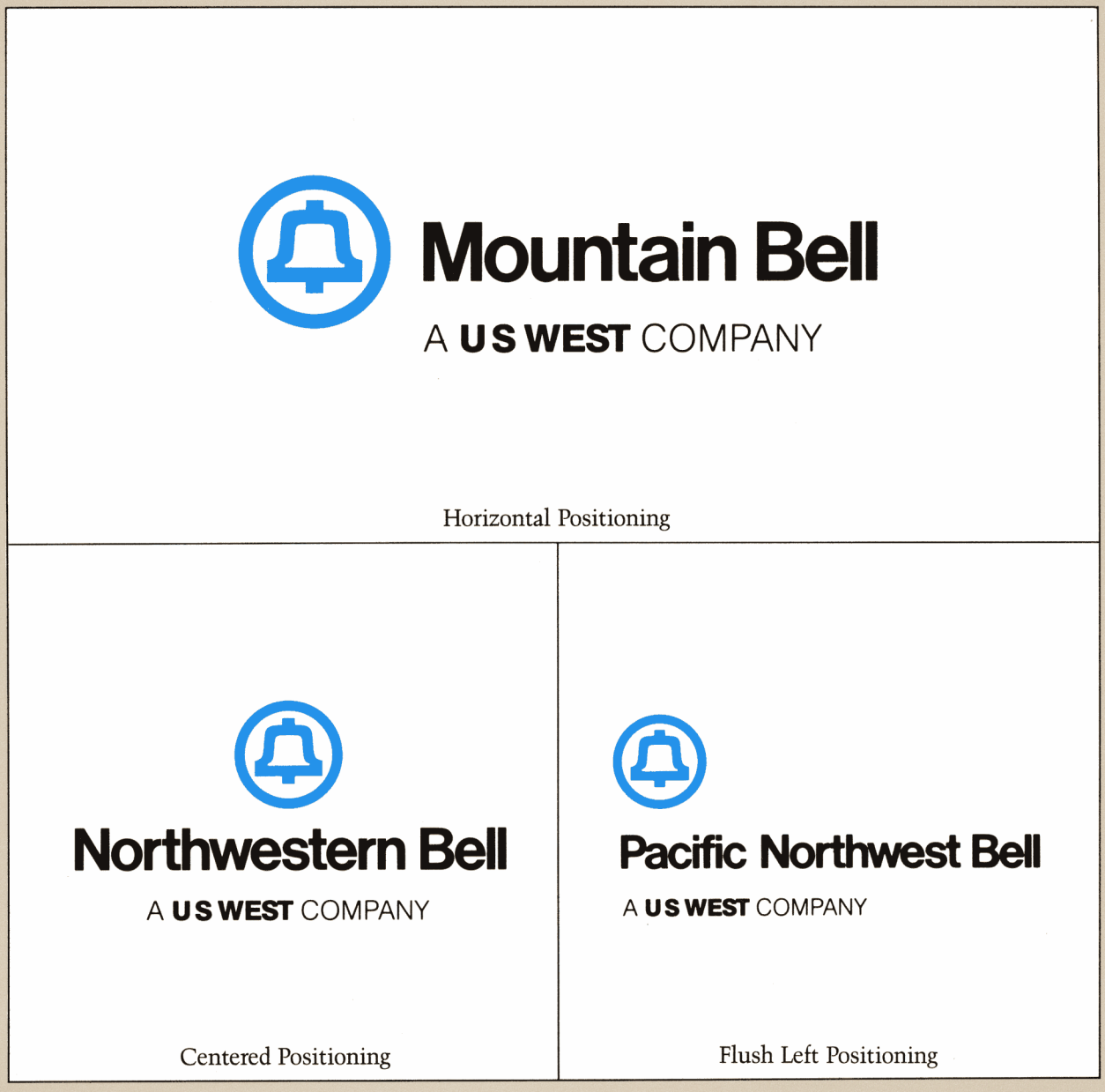
Corporate Signature

This is the name under which your company does business.

The corporate signature consists of three elements:

— Bell Symbol
— Company Logotype
— U S WEST Tag Line

These elements may never stand alone. They *must* appear as a unit — our corporate signature.



Corporate Signature
It Must Appear On All Literature

The corporate signature must appear on the cover or front page of printed materials.

The corporate signature must be applied to all types of printed materials by or for your company as well as any department or service group within the company.

A — Unacceptable:

A brochure must carry the corporate signature on the cover where it can be easily seen.

B — Acceptable:

Literature must clearly identify the issuing company.

A

B

Corporate Signature Using Titles and Headings

The corporate signature should be clearly isolated from any other headings or text copy, and must not become confused with parts of the copy.

A — Acceptable:

B — Unacceptable:
The Bell symbol may never stand alone, nor may the official corporate signature be changed or modified.

C — Unacceptable:
Correct company identification should always include the proper corporate signature.

D — Unacceptable:
Other words may not be attached to the corporate signature to make a heading.

The Bell symbol cannot be used in close proximity to a company name in a heading. The corporate signature may never be modified, and may never appear as part of another phrase or name.

A **Annual Report** **Northwestern Bell** A **US WEST** COMPANY	B **Northwestern Bell Annual Report**
C **Northwestern Bell Annual Report**	D **Northwestern Bell Annual Report**

Corporate Signature Using It with Slogans and Phrases

A slogan may be placed with the signature as indicated below.

A — Acceptable.
The cap height of the slogan may be no larger than ½ the cap height of the company logotype.

B — Acceptable:
If the slogan must be larger than the corporate signature, place it outside the signature area.

A

Pacific Northwest Bell

A **US WEST** COMPANY

An Equal Opportunity Employer

We hear you.

Northwestern Bell

A **US WEST** COMPANY

The Corporate Signature

It Must Be Clearly Distinguishable from Its Background.

It is permissible to place the corporate signature against a solid or patterned background, as long as the signature remains boldly defined and clearly distinguished from its background.

A — Unacceptable:
An overly complex background diminishes the impact of the corporate signature.

B — Unacceptable:
The corporate signature should stand out boldly from its background, and should never be screened.

C — Unacceptable:
The background, the areas inside the circle, and the bell must be a single color.

D — Unacceptable:
Do not intersect the Bell symbol with color panels, illustrations, or other graphic devices.

E — Acceptable:
Proper contrast and clarity allows the Bell symbol to stand out boldly from its surroundings.

F — Acceptable:
The background may be screened, but the corporate signature should never be screened.

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3a Corporate Signature: Use of Color

Mountain Bell
Northwestern Bell
Pacific Northwest Bell
US WEST COMPANIES

Corporate Signature
Acceptable Uses of Color

Combining the signature with color presents it in its clearest, most dramatic form.

The Bell symbol should appear in Bell Blue with the company logotype and the U S WEST tag line in black. Or, all three elements may be printed in black or a single color.

Whenever two colors are used for the corporate signature, they must be Bell Blue and black. Otherwise, the symbol, logotype, and U S WEST tag line must all be the same color.

A — Acceptable:
This is the preferred treatment, with a blue Bell symbol and a black company logotype.

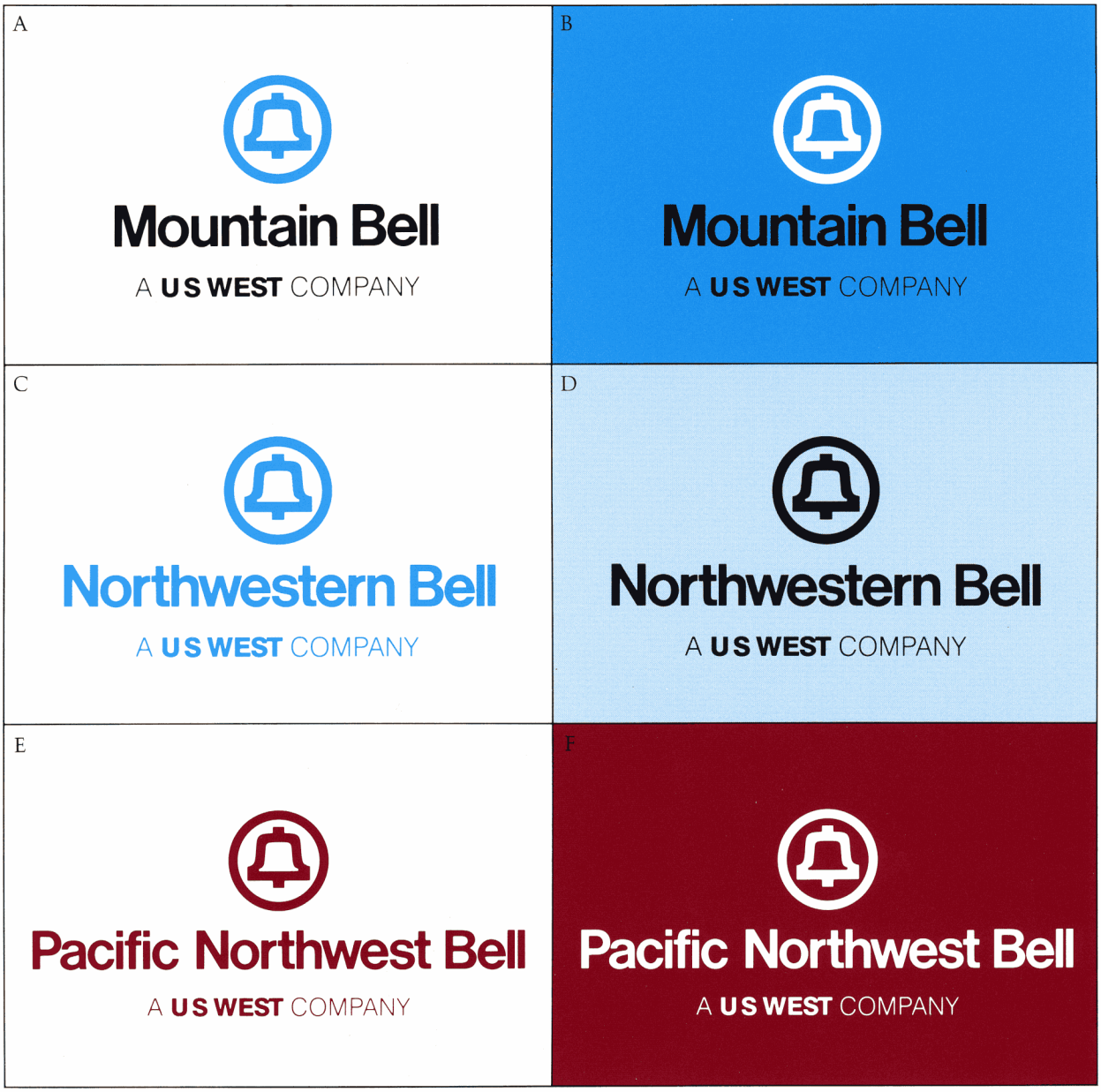
B — Acceptable:
The Bell symbol may be white and the company logotype black.

C — Acceptable:
The corporate signature may be used in one color; black or Bell Blue is preferred.

D — Acceptable:
The signature may be black on a contrasting color background.

E — Acceptable:
The signature must have good contrast to the background.

F — Acceptable:
The corporate signature may be reversed out of a background.



Corporate Signature
Unacceptable Uses of Color

A — Unacceptable:
This background color is too dark to allow overprinting.

B — Unacceptable:
When neither Bell Blue or black is used, print the signature in a single color.

C — Unacceptable:
The signature must appear in one color when printed over a light background.

A

B

C

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Program

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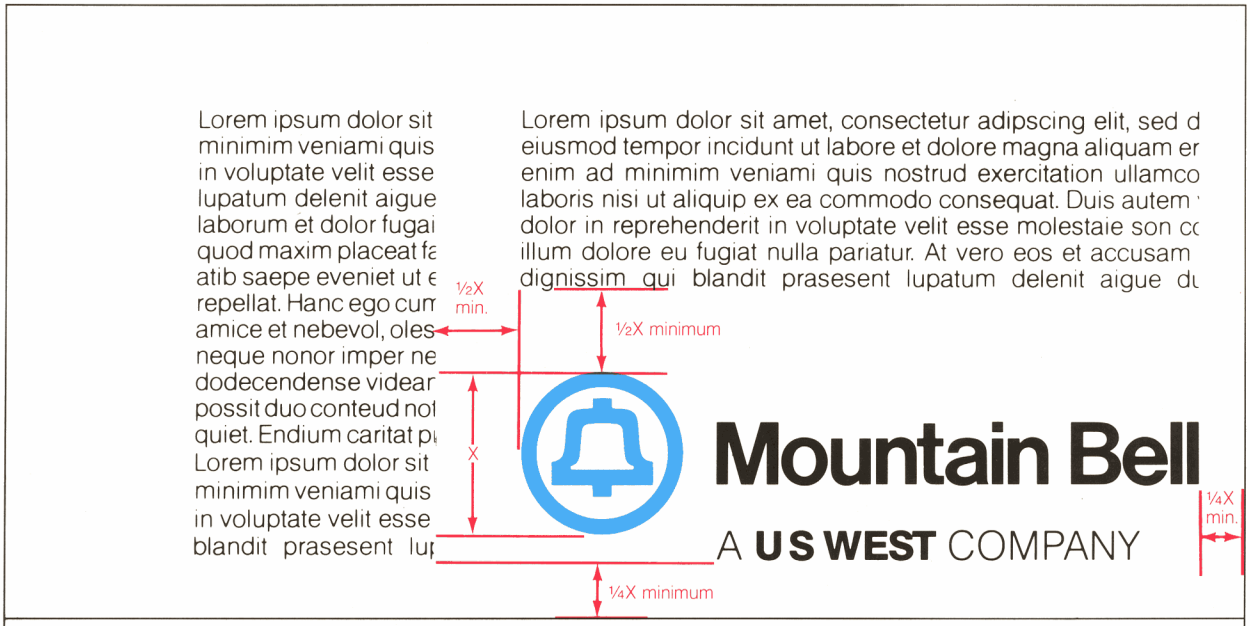
3b Corporate Signature: Staging

Mountain Bell
Northwestern Bell
Pacific Northwest Bell
US WEST COMPANIES

Corporate Signature Staging Specifications

Staging is where and how the corporate signature is placed upon the page in relation to other graphics elements.

These examples show required minimum spaces between the corporate signature and any other element, including illustrative material, typography, or the edge of the working area, such as trim edges of the printed surface and borders.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lupatum delenit aigue
laborum et dolor fugai
quod maxim placeat fa
atib saepe eveniet ut e
repellat. Hanc ego cum
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neque nonor imper ne
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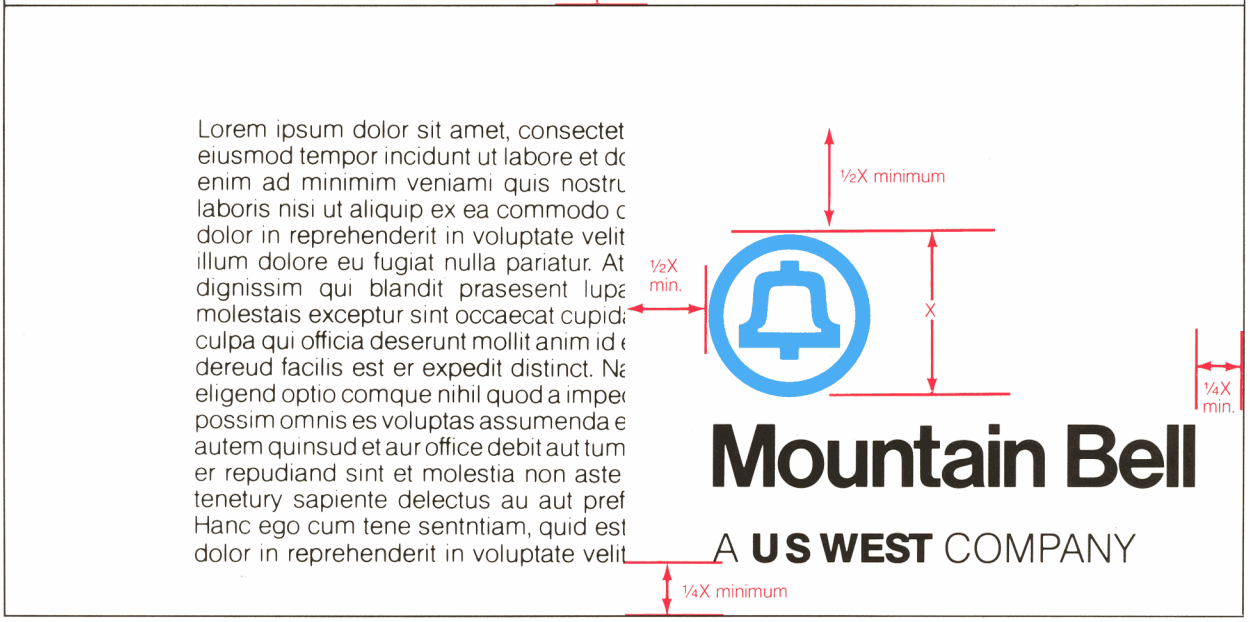
½X minimum
X
Mountain Bell
A US WEST COMPANY
¼X min.
¼X minimum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Hanc ego cum tene sentntiam, quid est
dolor in reprehenderit in voluptate velit
½X minimum
½X min.
X
¼X min.
Mountain Bell
A US WEST COMPANY
¼X minimum

Corporate Signature
Acceptable Staging

These examples show how to stage the corporate signature. While they show only the horizontal positioning of the signature, the principles are also applicable to centered and flush left versions.

A — Acceptable:

The signature is well placed, with sufficient space between it and the copy above and to its left, as well as to the edges of the page on the right and bottom. Also, note that there is no additional copy beneath the signature, allowing it to be the last communication the reader sees. Additional copy, such as addresses and telephone numbers, can be included in the last paragraph above the signature.

B — Acceptable:

Provided sufficient space is allowed for good visibility, the signature may be surrounded by other copy. Also, care must be taken to assure that there is sufficient size contrast between the corporate signature and the surrounding copy.

A

illum dolore eu fugiat nulla pariatur. At vero eos et accusam
dignissim qui blandit praesent luptatum delenit augue d
molestias exceptur sint occaecat cupidat non provident, simil t
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Hanc ego cum tene sentntiam, quid est cur verear ne ad earn
accommodare nost ros quos tu paulo ante cum memorite it t
Nos amice et nebevol, olestias access potest her ad augendas c
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Pacific Northwest Bell
A US WEST COMPANY

B

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lupatum delenit augue duos dolor et molestias exceptur sint
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quod maxim placeat facer possim omnis es voluptas assumenc
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Northwestern Bell
A US WEST COMPANY

Corporate Signature Unacceptable Staging Specifications

A — Unacceptable:

A run-around of copy surrounds the signature on two sides, too close to allow the reader to comprehend its identity instantly. Sufficient space on the top and left would correct this.

B — Unacceptable:

Here copy has invaded the space (which should be a minimum of 25% of the diameter of the Bell symbol) above the signature. This decreases the visual impact of the signature and must be avoided.

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Mountain Bell
A US WEST COMPANY

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Northwestern Bell
A US WEST COMPANY

4 The Blue and Ochre Stripes

Corporate
Identification
Program

Graphic Standards
Guidelines

March 1, 1986

4 The Blue and Ochre Stripes

Mountain Bell
Northwestern Bell
Pacific Northwest Bell
US WEST COMPANIES

Blue and Ochre Stripes

The stripes are a decorative and optional corporate identification element. *If you choose to use the stripes, they must accompany the corporate signature. The stripes cannot be used alone.*

Stripes should adhere to the following guidelines:

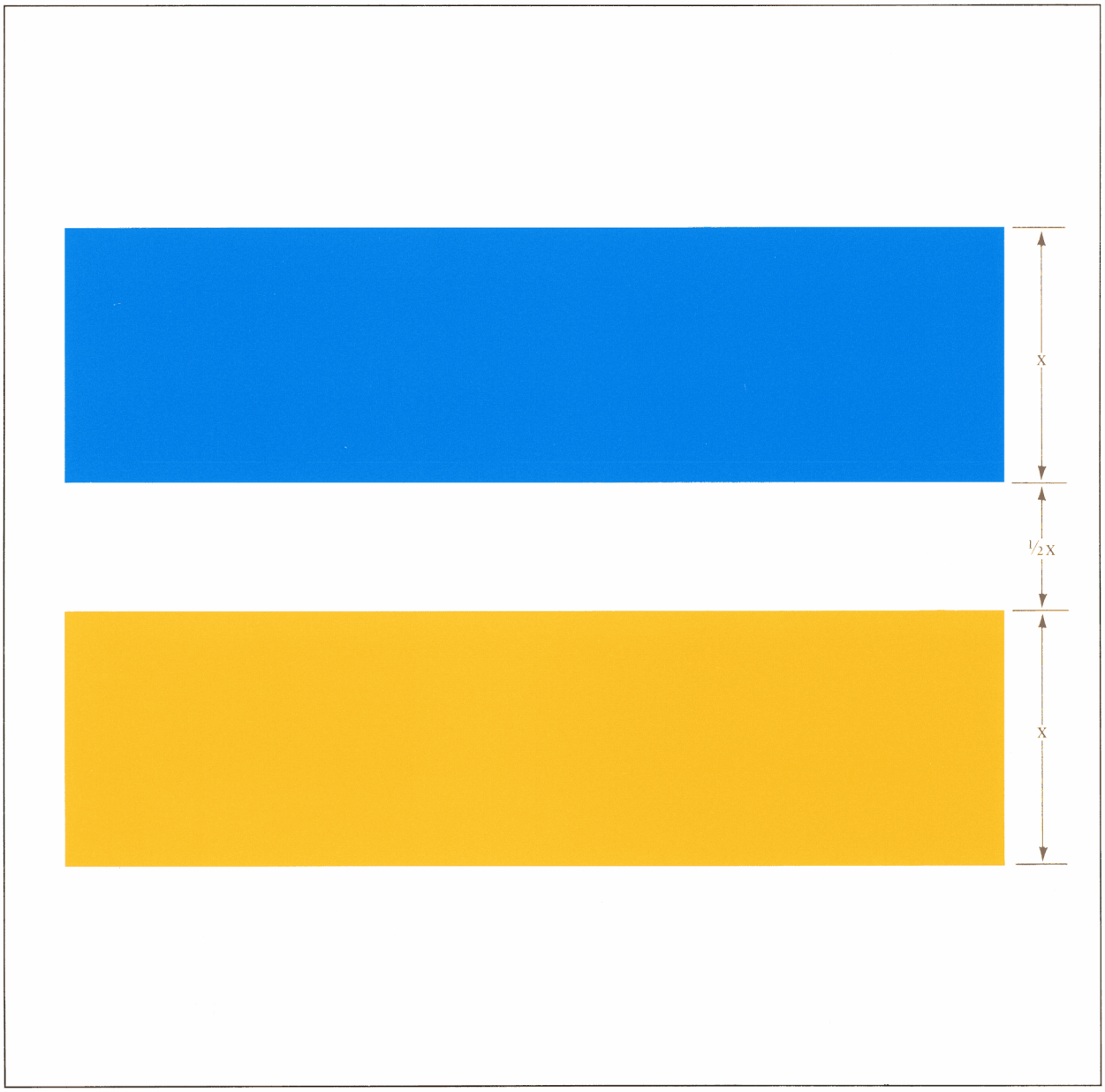
— The blue and ochre stripes are the same height and length.

— The colors are specially formulated.

— The white space is one-half the height of either colored stripe.

— The blue stripe always appears on top or to the left of the ochre stripe.

— The stripes should appear against a white background for maximum impact.



The Bell Colors Are Another Part of Our Corporate Identity

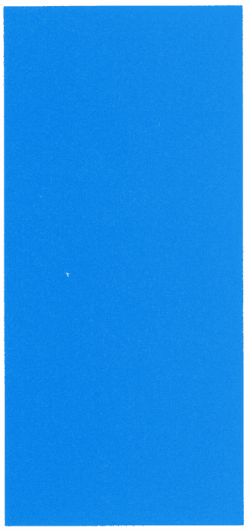
Our corporate colors are blue and ochre — unique and specific colors.

Blue
on coated stock

Color reproduction must visually match the swatch. Formula is a guide for litho or letterpress. Certain end use requirements may necessitate ingredient adjustments; an authorized Pantone®* Matching System ink manufacturer should be consulted.

Pantone Process Blue	65
Pantone Reflex Blue	15
Pantone Transparent White	80

*Pantone, Inc.'s checked standard trademark for color reproduction and color reproduction materials.

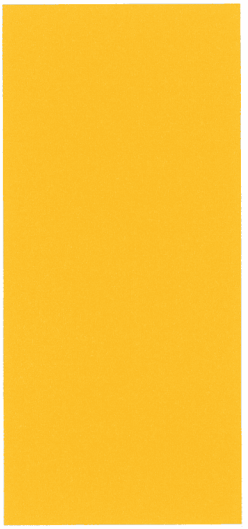


Ochre
on coated stock

Color reproduction must visually match the swatch. Formula is a guide for litho or letterpress. Certain end use requirements may necessitate ingredient adjustments; an authorized Pantone®* Matching System ink manufacturer should be consulted.

Pantone Transparent White	70
Pantone Warm Red	3¼
Pantone Yellow	40
Pantone Black	1

*Pantone, Inc.'s checked standard trademark for color reproduction and color reproduction materials.

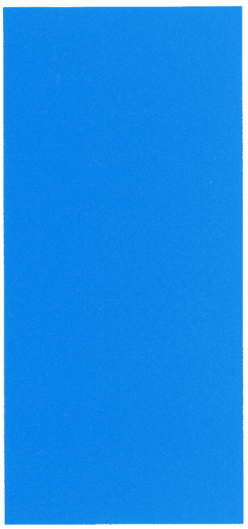


Blue
on uncoated stock

Color reproduction must visually match the swatch. Formula is a guide for litho or letterpress. Certain end use requirements may necessitate ingredient adjustments; an authorized Pantone®* Matching System ink manufacturer should be consulted.

Pantone Process Blue	96
Pantone Rhodamine Red	1

*Pantone, Inc.'s checked standard trademark for color reproduction and color reproduction materials.

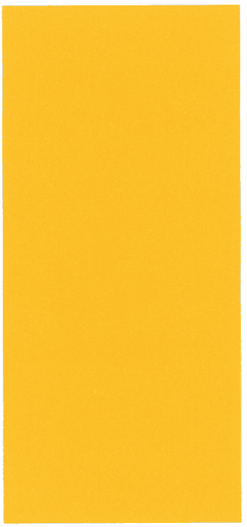


Ochre
on uncoated stock

Color reproduction must visually match the swatch. Formula is a guide for litho or letterpress. Certain end use requirements may necessitate ingredient adjustments; an authorized Pantone®* Matching System ink manufacturer should be consulted.

Pantone Transparent White	100
Pantone Yellow	100
Pantone Warm Red	3
Pantone Black	1

*Pantone, Inc.'s checked standard trademark for color reproduction and color reproduction materials.



Blue and Ochre Stripes

Acceptable Use with the Corporate Signature

The stripes are a decorative and optional corporate identification element. *The stripes cannot be displayed alone. They can be displayed only with the corporate signature.*

Avoid the implication that the stripes are part of the signature.

A and B — Acceptable:

The stripes must be positioned away from the signature at least *one-half* the diameter of the Bell symbol (A), or the combined total height of the stripes, whichever is greater (B).

C — Acceptable:

The stripes must be positioned within their own proper staging area. Copy and design elements (other than large color panels and photographic areas) must be separated from the stripes a distance equal the total combined height of the stripes.

D — Acceptable:

The corporate signature is dominant over the stripes.

Blue and Ochre Stripes

Unacceptable Use

The stripes may never be used alone.

A — Unacceptable:

The stripes may never appear in any position other than true horizontal or vertical. They must never be angled or curved (to create an illustration) or function in any way other than as a stripe.

B — Unacceptable:

The stripes must never appear in a vertical and horizontal position on the same surface. They may not be used to create a border or a frame effect.

C — Unacceptable:

When used at less than the 2 to 1 width-to-height ratio, the stripes become color panels.

D — Unacceptable:

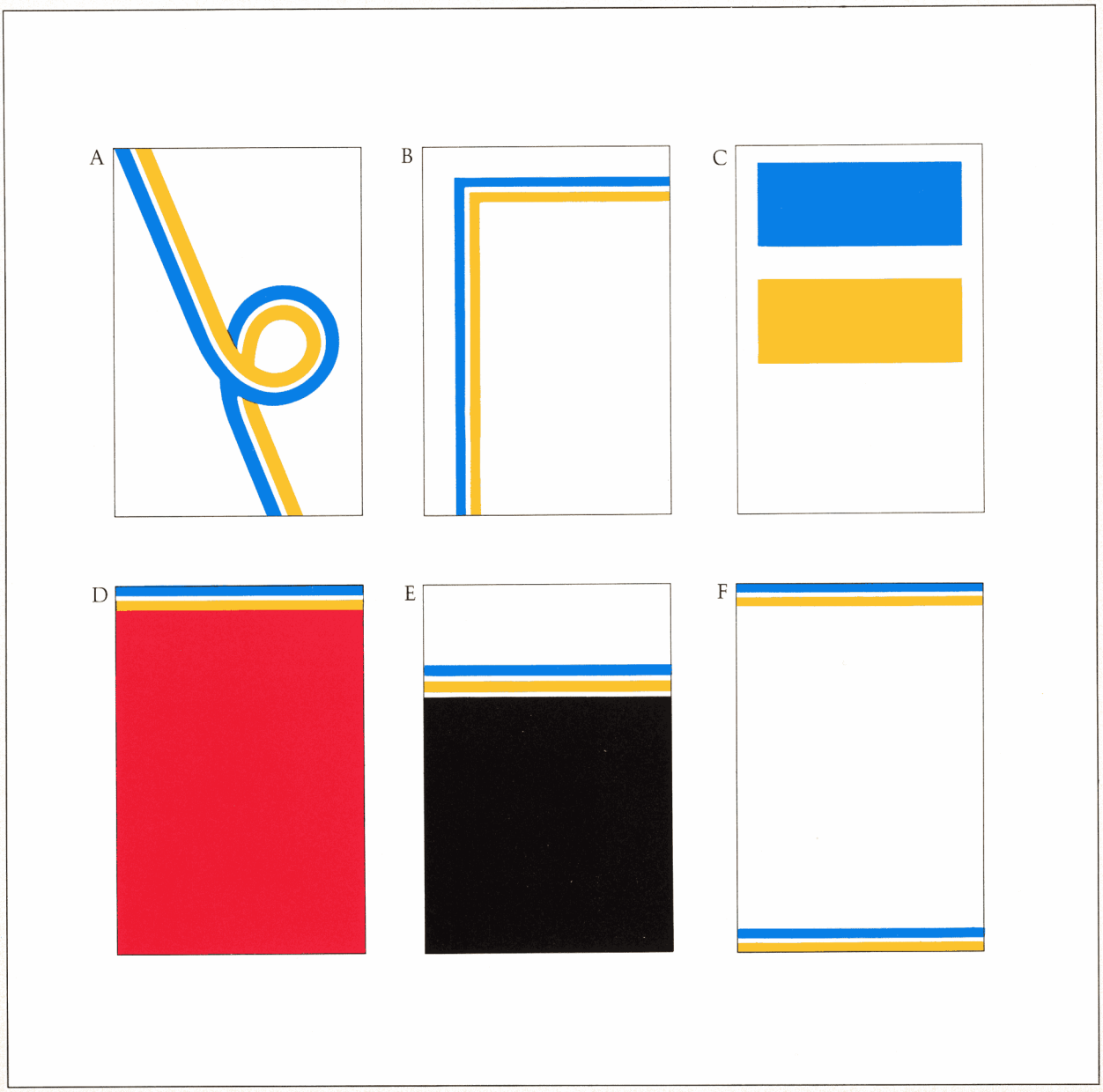
Do not abut a color other than black to the stripes.

E — Unacceptable:

The white space maintained above or below the stripes must not be the same height, or nearly the same height, as the white space that separates the stripes, as shown here. This appears to create another stripe, which is not desirable.

F — Unacceptable:

No more than one set of stripes may be used on any one field.



5 Trademarks and Service Marks

Corporate
Identification
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Graphic Standards
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March 1, 1986

5 Trademarks and Service Marks

Mountain Bell
Northwestern Bell
Pacific Northwest Bell
US WEST COMPANIES

What Is a Trademark?

According to the United States Trademark Association, a trademark is "a word, name, symbol or device, or a combination of them, used by a manufacturer or merchant to identify goods and distinguish them from others."

For instance, Sears' Craftsman and Kenmore trademarks indicate a family of products, such as Craftsman tools and lawnmowers. Kenmore is Sears' trademark for refrigerators, washing machines, and other household appliances.

What's the Difference between Registered and Non-Registered Trademarks?

A trademark is protected whether it is registered or not. But a registered trademark has substantial advantages. It is evidence of the registrant's ownership and exclusive right to use the mark. Registration may also be evidence of the incontestability of the mark in the event it is challenged.

Registration also serves notice of ownership to other potential users of the mark who may unknowingly try to adopt it.

The Patent and Trademark Office currently has on file a list of over 500,000 trademarks.

Prevent Trademark Misuse by Others

All the owners of the Bell trademarks have agreed to accept responsibility for preventing their misuse by unauthorized parties. You should be alert to misuse of Bell trademarks and all names and marks of U S WEST by suppliers, independent contractors, the media, other companies, and competitors. Notify your graphics coordinator of unauthorized use of any of our trademarks, such as:

— A trademark identical to ours.

— A trademark or name which is similar in sight, sound, or appearance to ours.

— A name or trademark which uses "BELL" or any of our corporate identification elements.

We need to be especially vigilant regarding unauthorized usage in the following fields:

— Any product or service in the telecommunications field.

— Any directory, publishing, or related product or service.

— Any software or computer-type product or service.

— Any product or service in related fields — electronic equipment, should report misuse radio paging devices, data modems, fiber optic products and services.

In these fields, you should report misuse of phrases such as "clear as a bell."

Corporate
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To Section 5:

March 1, 1986

5a Trademarks and Service Marks

Trademark Identification	Use	Company
ADDRESSLINE™	Telecommunications services; directory assistance and information services.	PNB (Washington Corp.)
ADVANCED PAGING SERVICES® (in logo form)	Radio Pagers	Advanced Paging Services, Inc. (Minnesota Corp.)
ADVANCED PAGING SERVICES® (in logo form)	Paging signaling services and consultation services for use of paging equipment, cellular mobile telephone equipment, and other mobile communications equipment.	Advanced Paging Services, Inc. (Minnesota Corp.)
APS™/SM	Radio Pagers, paging signaling services and consultation services for use of paging equipment, cellular mobile telephone equipment, and other mobile communications equipment.	Advanced Paging Services, Inc. (Minnesota Corp.)
ALEX™	The name of a robot used for promoting telecommunications products and services.	MB (Colorado Corp.)
ALL TIME℠	Discount telecommunications services.	NWB (Iowa Corp.)
BELL™	All services provided by the three (3) IDCs; and for customer premises equipment, including computers, directories, and telecommunications and related services.	U S WEST, Inc. (Colorado Corp.)
bellboy®	Radio paging sets.	U S WEST, Inc. (Colorado Corp.)
bellboy℠	Paging services.	U S WEST, Inc. (Colorado Corp.)
BELLCELL™	Batteries.	U S WEST, Inc. (Colorado Corp.)
BELLCHIME™	Signaling device, ringer, bell.	U S WEST, Inc. (Colorado Corp.)
BELLCOM®	Telephone installation apparatus; namely, telephone modular jacks.	U S WEST, Inc. (Colorado Corp.)
BELLMAC®	Microcomputers and microprocessors, and structural and electrical parts therefore: namely, memory boards, interfaces, circuit packs, backplanes and processor mountings.	U S WEST, Inc. (Colorado Corp.)
BELLMASTER™	Telecommunications power plant management system.	U S WEST, Inc. (Colorado Corp.)
BELLPAC®	Multicomponent telecommunications hardware units, power units, circuit packs, connectors, backplanes.	U S WEST, Inc. (Colorado Corp.)
BELLPORT™	Network channel terminating equipment, NCTE.	U S WEST, Inc. (Colorado Corp.)
BELLSTORE™	Bubble memory.	U S WEST, Inc. (Colorado Corp.)
BELL (AND DESIGN)®	Telephone, audio program, telegraph, television, telephotograph, telemetering, signaling and remote control services.	U S WEST, Inc. (Colorado Corp.)
BELL Symbol®	Telecommunications services.	U S WEST, Inc. (Colorado Corp.)
Blue and Ochre Stripes Design™	All goods and services provided by the three (3) IDCs.	U S WEST, Inc. (Colorado Corp.)
BetaBrief™	Newsletter promoting services of BetaWest.	BetaWest Properties, Inc. (Colorado Corp.)

BetaWest®	Employee relocation service. Real estate brokerage, financial development and management services. Construction services and development — namely, planning and laying out of commercial properties. Architecture — namely, designing buildings and use of interior space for offices.	BetaWest Properties, Inc. (Colorado Corp.)
BLUE BELL®	Electric batteries.	U S WEST, Inc. (Colorado Corp.)
BMOSS™	For computer software and related documentation.	Bell Tri-Co Services
Bring on the Competition™	All goods and services provided by U S WEST, *et al.*	U S WEST, Inc. (Colorado Corp.)
CAA℠	Computer aided access services.	U S WEST, Inc. (Colorado Corp.)
CALLGRAM℠ (in logo form)	Newsletters, newspapers, magazine and television advertisements, on stationery, business cards, and advertising specialties.	MB (Colorado Corp.)
CALLING CARD DESIGN™	Telecommunications calling card.	NWB (Iowa Corp.)
CaroLine®	Telecommunications services.	NWB (Iowa Corp.)
CENTRAFLEX®	Telecommunications services.	PNB (Washington Corp.)
Centron®	Telecommunications services.	NWB (Iowa Corp.)
Centron 50™	Telecommunications services.	NWB (Iowa Corp.)
CHOICE®	Telephone sets.	NWB (Minnesota Corp.)
CHOICES™	Educational materials and related teacher and student instructional material.	U S West Education Foundation (Washington Corp.)
CHOICES® (in logo form)	Educational materials and related teacher and student instructional material.	U S West Education Foundation (Washington Corp.)
INCREASING YOUR OPTIONS® (in logo form)	Educational materials and related teacher and student instructional material.	U S West Education Foundation (Washington Corp.)
COMMAND A LINK℠	Telecommunications services and products.	NWB (Iowa Corp.)
CC® (in logo form)	Providing consultants with information about telecommunications products and services.	NWB (Iowa Corp.)
CONSULTANT CONNECTION® (in logo form)	Providing consultants with information about telecommunications products and services.	NWB (Iowa Corp.)

DATA FORUM™	A newsletter that advertises promotion of data and telecommunications products and services.	NWB Information Technologies, Inc. (Minnesota Corp.)
DATAMASS™	Computer software and related documentation.	Bell Tri-Co Services
DIAL DATA℠	Telecommunications services.	NWB (Iowa Corp.)
DID® (in logo form)	Telecommunications services.	NWB (Iowa Corp.)
DIGICOM®	Communications services using dedicated private communications lines to provide digital voice, data and video signal communications between two or more customer premises.	PNB (Washington Corp.)
DIGICOM SWITCHNET 56℠	Telecommunications services.	PNB (Washington Corp.)
DIRECTORY SCISSORS DESIGN®	Directories.	U S WEST, Inc. (Colorado Corp.)
E911 NET® (in logo form)	Planning, designing, implementing, and managing of emergency communications and data networks; maintenance of computer data bases; and computer data processing services. Providing telecommunications services, namely, planning, designing, implementing and maintaining of emergency communications and data base networks and computer data processing network communications services.	NWB (Minnesota Corp.)
Easytouch®	Telephone sets.	NWB Information Technologies, Inc. (Minnesota Corp.)
Excursion™	Telephone sets.	NWB Information Technologies, Inc. (Minnesota Corp.)
Express Talk℠	Telecommunications services.	NWB (Iowa Corp.)
EZ® (in logo form)	Telecommunications equipment, namely, automatic telephone dialing apparatus and polarity apparatus which maintains the polarity of communications equipment.	NWB Information Technologies, Inc. (Minnesota Corp.)
Facilities Plus℠	Telecommuniations and maintenance of outside plant services.	NWB (Iowa Corp.)
FAVORITE®	Telephone sets.	NWB Information Technologies, Inc. (Minnesota Corp.)
FAVORITE PLUS™	Telephones sets.	NWB Information Technologies, Inc. (Minnesota Corp.)
FirsTel®	Custom installation and maintenance of communications equipment for others; for providing telecommunications services for others; and for custom design and engineering of communications equipment for others and relating consulting services.	U S West Services, Inc. (Colorado Corp.)
FIRST IMPRESSIONS®	Seminars and workshops in telephone communications skills.	PNB (Washington Corp.)
DESIGN FOR DIRECTORIES®	Directories.	U S WEST, Inc. (Colorado Corp.)
GABLINE℠	Telecommunications services.	NWB (Iowa Corp.)
GABTEEN℠	Telecommunications services.	NWB (Iowa Corp.)

G.L.P. GREAT LITTLE PHONE® (in logo form)	Telephone sets.	NWB Information Technologies, Inc. (Minnesota Corp.)
Goldphone®	Telephone services — namely, providing access from public telephones to interexchange carriers.	MB (Colorado Corp.)
HOW TO TURN YELLOW INTO GOLD℠	Promoting goods and services of others through placement of advertisements and listings in directories and related consulting services. Publication of telephone and advertising directories.	U S West Direct (Colorado Corp.)
INACOM™	Prerecorded microfiche cards and microfilm containing data base of information for engineers; and computer-readable indexing system.	U S WEST, Inc. (Colorado Corp.)
INFOSPAN℠	Telecommunications services.	NWB (Iowa Corp.)
INTERLINE®	Custom installation and maintenance of communications equipment; providing telecommunications services for customer design and engineering of communications equipment and related consulting services.	U S West Services, Inc. (Colorado Corp.)
INTERLINE® (in logo form)	Custom installation and maintenance of communications equipment; providing telecommunications services; custom design and engineering of communications equipment and related consulting services.	U S West Services, Inc. (Colorado Corp.)
ISO® (in logo form)	Telecommunications and computer related services.	NWB (Iowa Corp.)
LANDMARK	Publishing goods and services.	Landmark Publishing (Colorado Corp.)
LIGHTWAY℠	Telecommunications services.	NWB (Iowa Corp.)
LIGHTWAY® (in logo form)	Telecommunications services.	NWB (Iowa Corp.)
LIGHTWAY 1® (in logo form)	Telecommunications services.	NWB (Iowa Corp.)
MICRO-INDEX®	Computer programs recorded on diskettes, containing specification and material index information.	U S WEST, Inc. (Colorado Corp.)
Mini-Index™	Computer index for mini-computers.	U S WEST, Inc. (Colorado Corp.)
MIL-DOC™	Data base of military specifications.	U S WEST, Inc. (Colorado Corp.)
MITS™	Computer software and related documentation.	Bell Tri-Co Services
NEWVECTOR	Cellular mobile telecommunications goods and services.	NewVector Communications Corp.
NEWVECTOR® (in logo form)	Cellular mobile telecommunications goods and services.	NewVector Communications Corp.
Nobody Knows the Trails Better™	All goods and services provided by U S WEST, *et al.*	U S WEST, Inc. (Colorado Corp.)
NORTHWESTERN BELL CORPORATION	Goods and services provided by its subsidiaries.	NWB (Minnesota Corp.)
NORTHWESTERN BELL INFORMATION TECHNOLOGIES, INC.	Goods and services it provides.	NWB Information Technologies, Inc. (Minnesota Corp.)
NORTHWESTERN BELL TELEPHONE COMPANY	Telecommunications services.	NWB (Minnesota Corp.)

OpenLine℠	Telecommunications services.	MB (Colorado Corp.)
Plaza™	Telephone sets.	NWB Information Technologies, Inc. (Minnesota Corp.)
PROFESSIONAL EDGE® (in logo form)	Educational services, namely, conducting workshops and management development seminars in telecommunications skills and the use of telecommunications equipment.	NWB (Iowa Corp.)
RADIUS℠	Consulting, design and management services for use of telecommunications technologies in vehicular fleet operations.	NWB Information Technologies, Inc. (Minnesota Corp.)
RADIUS DESIGN SYMBOL℠	Consulting, design and management services for use of telecommunications technologies in vehicular fleet operations.	NWB Information Technologies, Inc. (Minnesota Corp.)
RAMS™	Telecommunications product.	MB (Colorado Corp.)
RAPID LINK℠	Telecommunications services.	NWB (Iowa Corp.)
Rate Savers℠	Promoting goods and services of others through placement of advertisements and listings in directories and related consulting services. For advertising and promotion of discount telecommunications services.	MB (Colorado Corp.)
Roommate™	Telephone sets.	NWB Information Technologies, Inc. (Minnesota Corp.)
SCAN-ALERT℠	Telecommunications services.	PNB (Washington Corp.)
ScanTel℠	Providing information through an on-line computerized directory; and computer data base maintenance and processing services. Telecommunications services, namely, providing directory information through an on-line computer system which allows direct customer access to a computerized data base; and computer data base maintenance and processing services.	MB (Colorado Corp.)
ScoopLine℠	Promoting the availability and accessibility of information and entertainment programs of others. Telecommunications services.	MB (Colorado Corp.)
SD® (in logo form)	Promoting the availability of discounts for senior citizens on products and services of others. Publication of senior citizen discount progams in telephone and advertising directories.	U S West Direct (Colorado Corp.)
SD SENIOR DISCOUNTS® (in logo form)	Promoting the availability of discounts for senior citizens on products and services of others. Publication of senior citizen discount programs in telephone and advertising directories.	U S West Direct (Colorado Corp.)
SONAR™	For computer software and related documentation.	Bell Tri-Co Services
SOUND IMPRESSIONS®	Conducting seminars and workshops in telephone communications skills.	NWB (Iowa Corp.)
STRATANET℠	Telecommunications services, namely, packet switched and network services.	NWB Information Technologies, Inc. (Minnesota Corp.)
TECH-DOC®	Microfiche cards containing supplier or product/service information.	U S WEST, Inc. (Colorado Corp.)
Techline™	Telephone sets.	NWB Information Technologies, Inc. (Minnesota Corp.)

TECHNOLOGY MADE SIMPLE[SM]	Telecommunications services.	MB (Colorado Corp.)
TeenLink[SM]	Telecommunications services.	MB (Colorado Corp.)
TeleChoice[SM]	Telecommunications services.	MB (Colorado Corp.)
TELERIDE®	Advertising services for others.	NWB (Iowa Corp.)
TELEQUEST[SM]	Telecommunications and directory services.	PNB (Washington Corp.)
TeleSource[SM]	Identifying and promoting the goods and services of others through directory information services and telecommunications services.	NWB (Iowa Corp.)
THE LINK[TM]	Newsletters for telecommunications consultants.	NWB (Iowa Corp.)
THE NEW NEIGHBOR GUIDE[TM]	Directories.	NWB Information Technologies, Inc. (Minnesota Corp.)
UBET[TM]	Universal building entrance terminal device.	U S WEST, Inc. (Colorado Corp.)
ULTRASOURCE®	Computer programs.	U S WEST, Inc. (Colorado Corp.)
UNISTAR[SM]	Telecommunications services.	NWB (Iowa Corp.)
UNISTAR AND DESIGN[SM]	Telecommunications services.	NWB (Iowa Corp.)
U S WEST® **(in logo form) and U S WEST**	For all goods and services provided by the U S WEST family of companies.	U S WEST, Inc. (Colorado Corp.)
U S WEST Capital Corp.	Financial services.	U S WEST, Inc. (Colorado Corp.)
U S West Direct[SM]	Promoting the goods and services of others through placing advertisements and listings in directories and related consulting services. Publication of telephone directories.	U S WEST, Inc. (Colorado Corp.)
U S West Direct® **(in logo form)**	Directories.	U S WEST, Inc. (Colorado Corp.)
U S West Education Foundation	Educational and charitable goods and services.	U S WEST, Inc. (Colorado Corp.)
U S West Financial Services	Financial services, including equipment leasing.	U S WEST, Inc. (Colorado Corp.)
U S West Information Systems	Custom installation and maintenance of communications equipment; providing telecommunications services; custom design and engineering of communications equipment and related peripherals and documentation sold therewith; customer premises equipment, including computers.	U S WEST, Inc. (Colorado Corp.)

U S West Materiel Resources, Inc.	For procurement and related support services.	U S WEST, Inc. (Colorado Corp.)
VectorOne℠	Cellular mobile telecommunications services.	NewVector Communications Corp.
VERSANET®	Telecommunications services.	NWB (Iowa Corp.)
WATCHNET®	Telecommunications services, design and consultation services for the use and sale of communications equipment and services which monitor the integrity and transmit the activity of equipment on customer premises.	NWB Information Technologies, Inc. (Minnesota Corp.)
WATCHNET® (in logo form)	Telecommunications services. Design and consultation services for the use and sale of communications equipment and services which monitor the integrity and transmit the activity of equipment on customer premises.	NWB Information Technologies, Inc. (Minnesota Corp.)
WHEN THE PHONE RINGS, IT'S US℠	Telecommunications services.	PNB (Washington Corp.)
YOUR HELLO PAGES®	Magazine promoting the goods and services of others.	U S WEST, Inc. (Colorado Corp.)

6 General Stationery

Corporate
Identification
Program

Graphic Standards
Guidelines

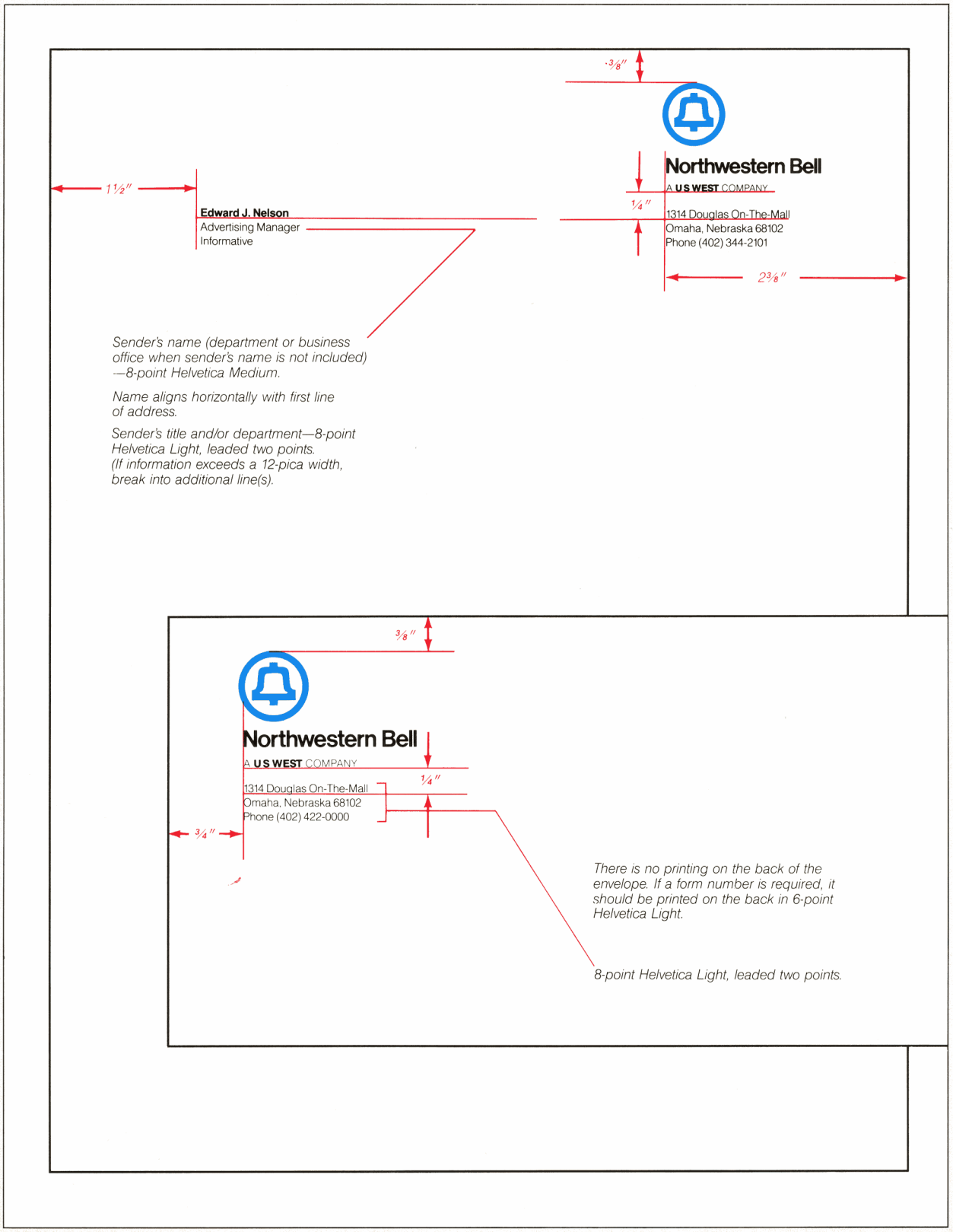
March 1, 1986

6 Stationery

Mountain Bell
Northwestern Bell
Pacific Northwest Bell
US WEST COMPANIES

General Letterhead — 8½"x11"

General Envelope — 4⅛"x9½" (#10)


3/8"
Northwestern Bell
A US WEST COMPANY
1/4"
1314 Douglas On-The-Mall
Omaha, Nebraska 68102
Phone (402) 344-2101
1½"
Edward J. Nelson
Advertising Manager
Informative
2⅜"
Sender's name (department or business office when sender's name is not included) —8-point Helvetica Medium.
Name aligns horizontally with first line of address.
Sender's title and/or department—8-point Helvetica Light, leaded two points. (If information exceeds a 12-pica width, break into additional line(s).
3/8"
Northwestern Bell
A US WEST COMPANY
1/4"
1314 Douglas On-The-Mall
Omaha, Nebraska 68102
Phone (402) 422-0000
¾"
There is no printing on the back of the envelope. If a form number is required, it should be printed on the back in 6-point Helvetica Light.
8-point Helvetica Light, leaded two points.

Stationery

Stationery is one of our most widely used forms of visual communications. It is also the most personal. As a vital part of our total communications, it is essential for stationery to be consistent in quality and appearance.

Specific guidelines for all forms of stationery have been established and must be followed exactly. *Do not produce your own stationery.*

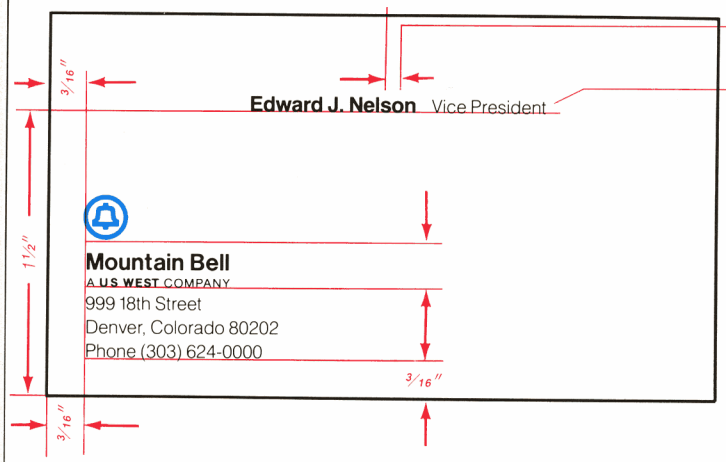
For stationery needs, contact the following departments:

MOUNTAIN BELL
Administrative Services Department

NORTHWESTERN BELL
Administrative Services Department

PACIFIC NORTHWEST BELL
Administrative Services District

General Business Card with Short Title — 2″x3½″



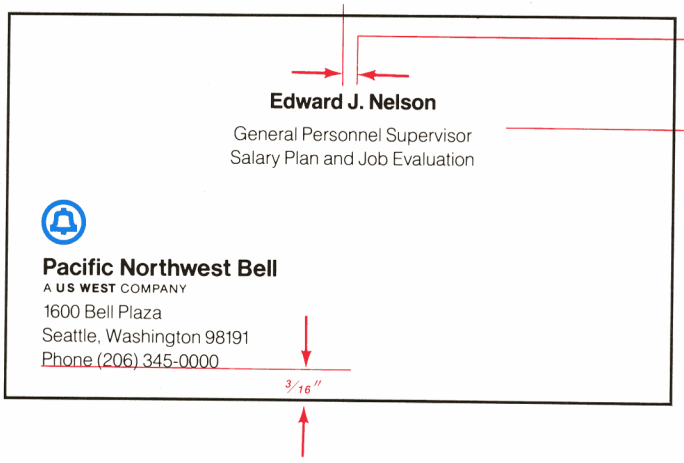
Name and title unit, ½-pica to right of center.

Name: 8-point Helvetica Medium.
Title: 7-point Helvetica Light.

Name and title units longer than 1⅞″ should be set in two lines or more.

7-point Helvetica Light, leaded two points.

General Business Card with Long Title — 2″x3½″



Name-title unit, ½-pica to right of center.

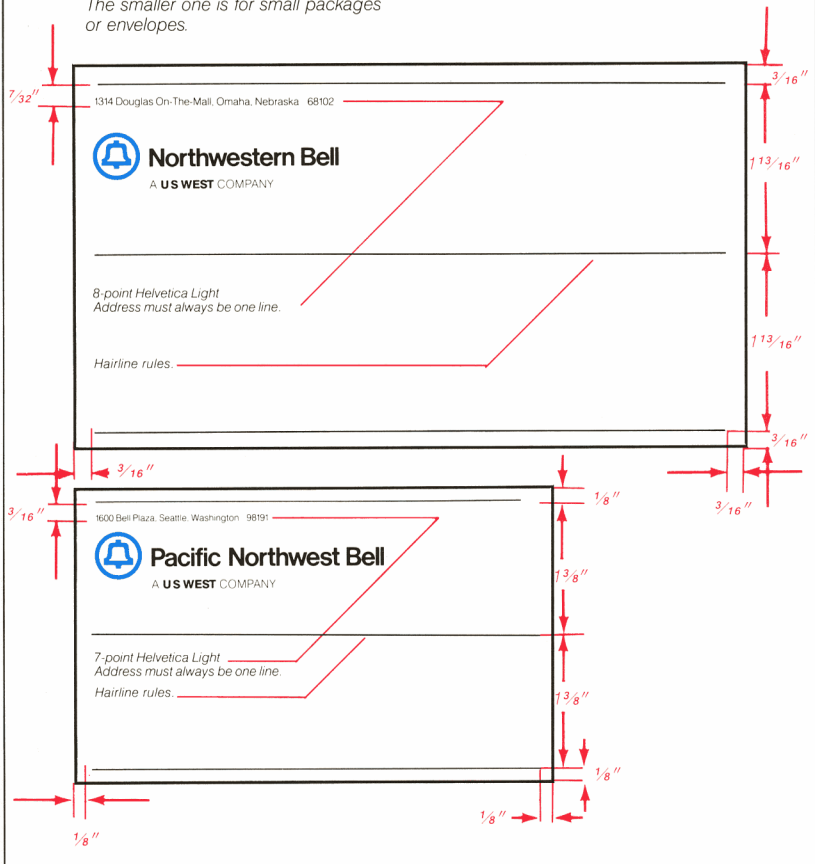
Name: 8-point Helvetica Medium.
Title: 7-point Helvetica Light.
Lead four points between lines
Lead two points between 2-line titles.
Center name and title.

This example shows a 3-line name-title unit.

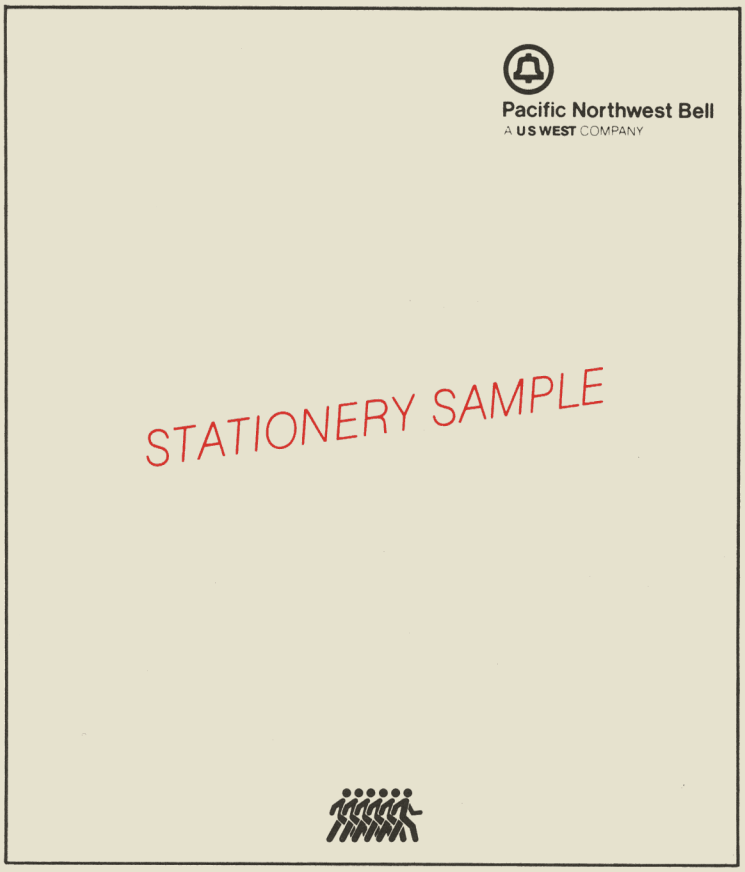
All other specifications same as short title card above.

Mailing Labels — 4″x7″and 3″x5″

The large label is for fourth-class mail. The smaller one is for small packages or envelopes.



Addendum for Pacific Northwest Bell only
Business Cards, Stationery and Envelopes



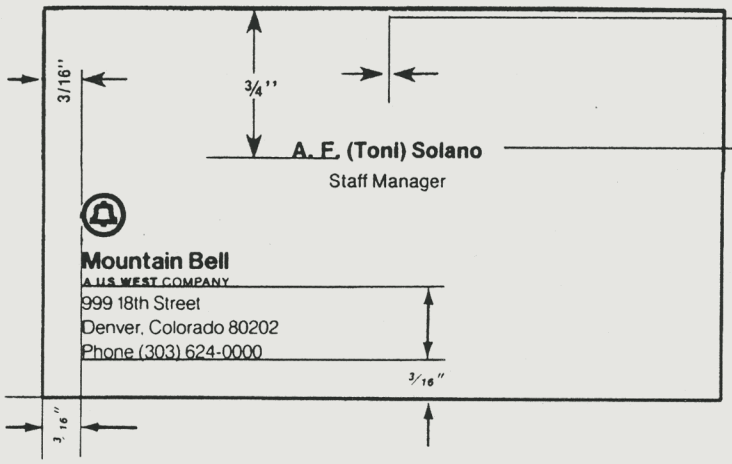
- *Business Cards* can include department logo or identity in lower right corner
- *Stationery* can include department logo or identity in center, bottom
- *Envelopes* can include department logo or identity in lower right corner

Care should be taken in the use of these identities as it may detract from the corporate logo.

Addendum for Pacific Northwest Bell Only

General
Business Card
2"x3½"

One Line Title

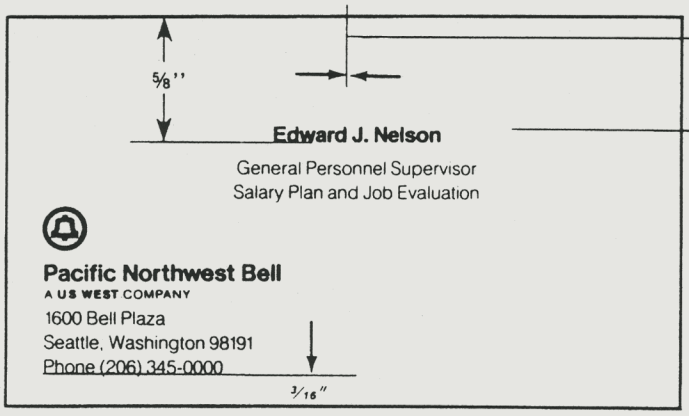


Name and title centered edge to edge

Name: 8-point Helvetica Bold
Title: 7-point Helvetica Light
Lead four points between name and title

Address/Phone Number:
7 point Helvetica Light
Lead 2 points between lines

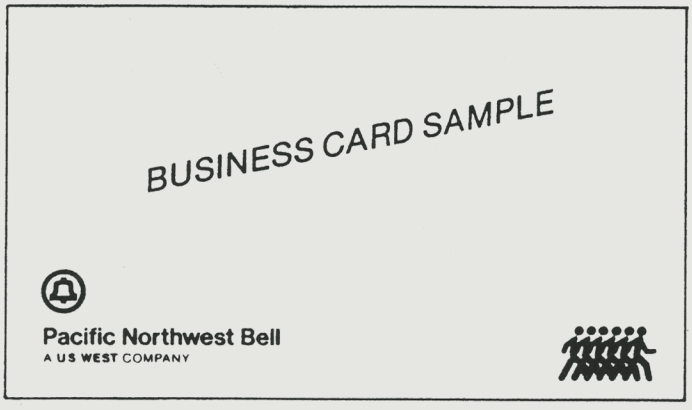
Two or more Line Titles



Name and title centered edge to edge

Name: 8-point Helvetica Bold
Title: 7-point Helvetica Light
Lead four points between name and title
Lead two points between lines of title

Address/Phone Number:
7 point Helvetica Light
Lead 2 points between lines



Business Cards can include department logo or identity in lower right corner.

Corporate
Identification
Program

Graphic Standards
Guidelines

7

Executive Stationery

Corporate
Identification
Program

Graphic Standards
Guidelines

March 1, 1986

7 Executive Stationery

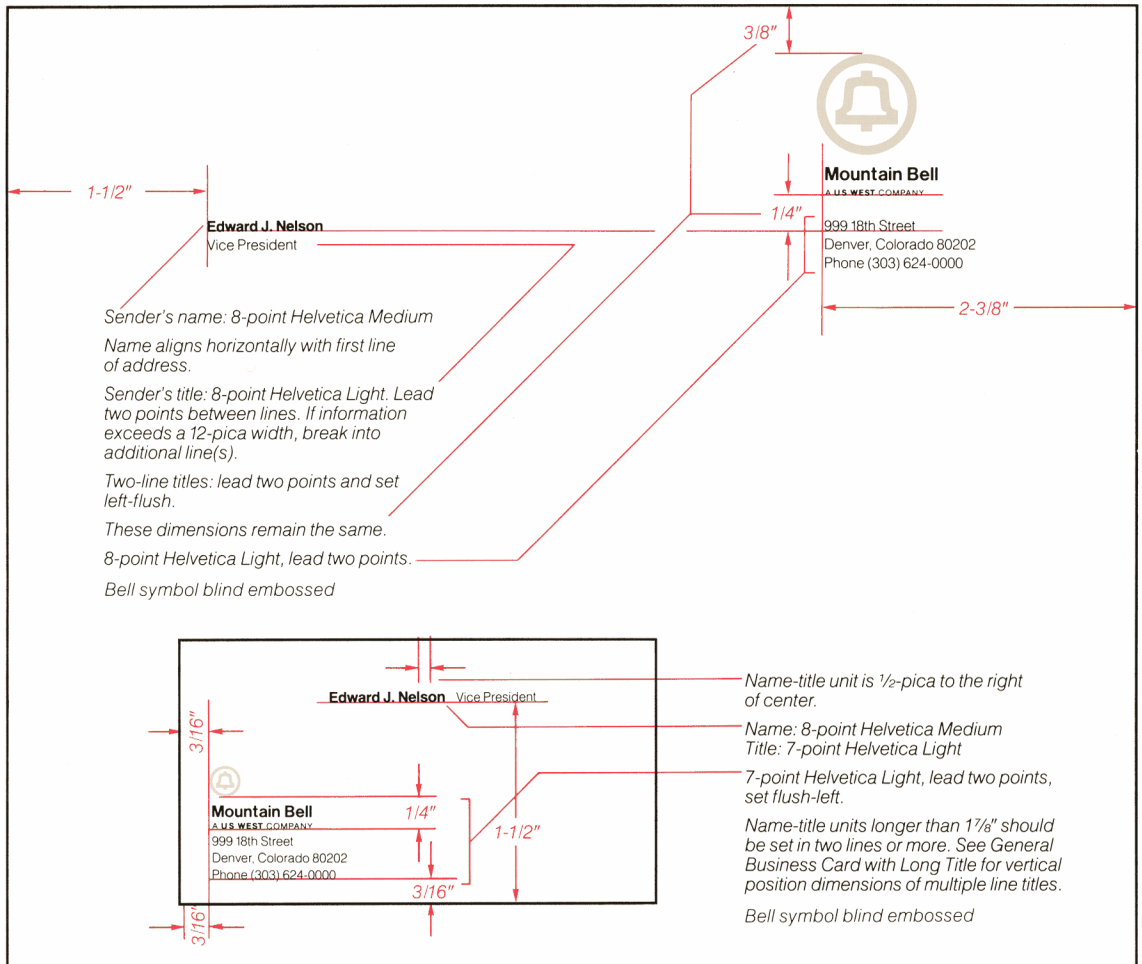
Mountain Bell
Northwestern Bell
Pacific Northwest Bell

US WEST COMPANIES

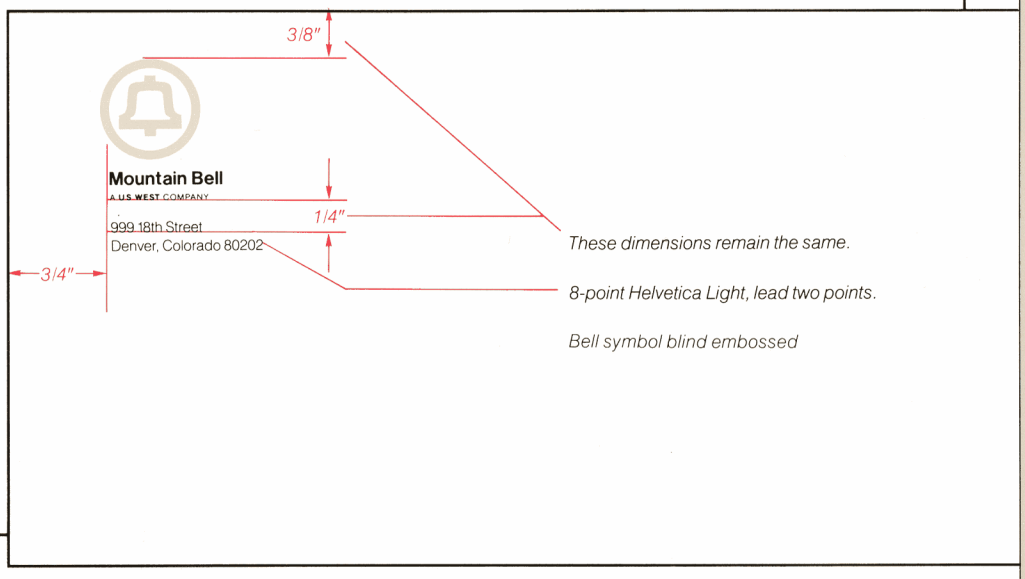
Executive Letterhead — 8½" x 11"

Executive Envelope — 4⅛" x 9½" (#10)

Executive Business Card with Short Title — 2" x 3½"


3/8"
1-1/2"
Edward J. Nelson
Vice President
Mountain Bell
A U.S. WEST COMPANY
1/4"
999 18th Street
Denver, Colorado 80202
Phone (303) 624-0000
2-3/8"
Sender's name: 8-point Helvetica Medium
Name aligns horizontally with first line of address.
Sender's title: 8-point Helvetica Light. Lead two points between lines. If information exceeds a 12-pica width, break into additional line(s).
Two-line titles: lead two points and set left-flush.
These dimensions remain the same.
8-point Helvetica Light, lead two points.
Bell symbol blind embossed

Edward J. Nelson Vice President
3/16"
Mountain Bell
A U.S. WEST COMPANY
999 18th Street
Denver, Colorado 80202
Phone (303) 624-0000
1/4"
1-1/2"
3/16"
3/16"
Name-title unit is ½-pica to the right of center.
Name: 8-point Helvetica Medium
Title: 7-point Helvetica Light
7-point Helvetica Light, lead two points, set flush-left.
Name-title units longer than 1⅞" should be set in two lines or more. See General Business Card with Long Title for vertical position dimensions of multiple line titles.
Bell symbol blind embossed



Stationery

Stationery is one of our most widely used forms of visual communications. It is also the most personal. As a vital part of our total communications, it is essential for stationery to be consistent in quality and appearance.

Specific guidelines for all forms of stationery have been established and must be followed exactly. *Do not produce your own stationery.*

For stationery needs, contact the following departments:

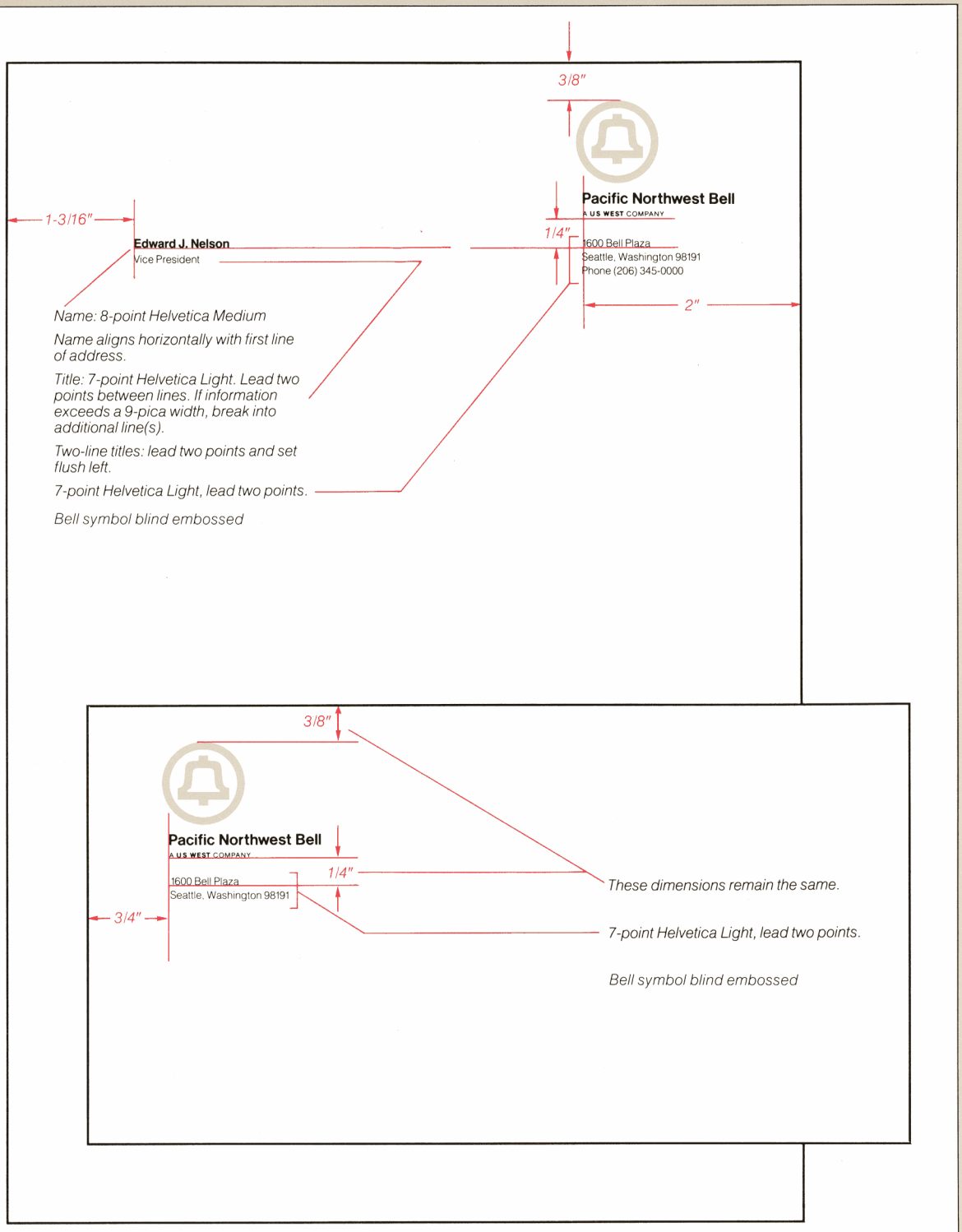
MOUNTAIN BELL
Administrative Services Department

NORTHWESTERN BELL
Administrative Services Department

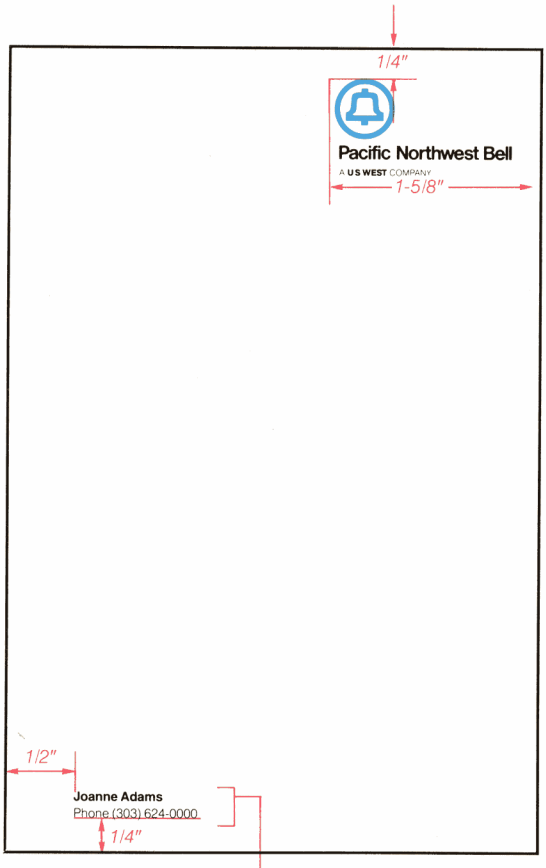
PACIFIC NORTHWEST BELL
Administrative Services District

Executive Letterhead, Monarch — 7¼″ x 10½″

Executive Envelope, Monarch — 4″ x 7½″



Memorandum Sheet — 4″x6″

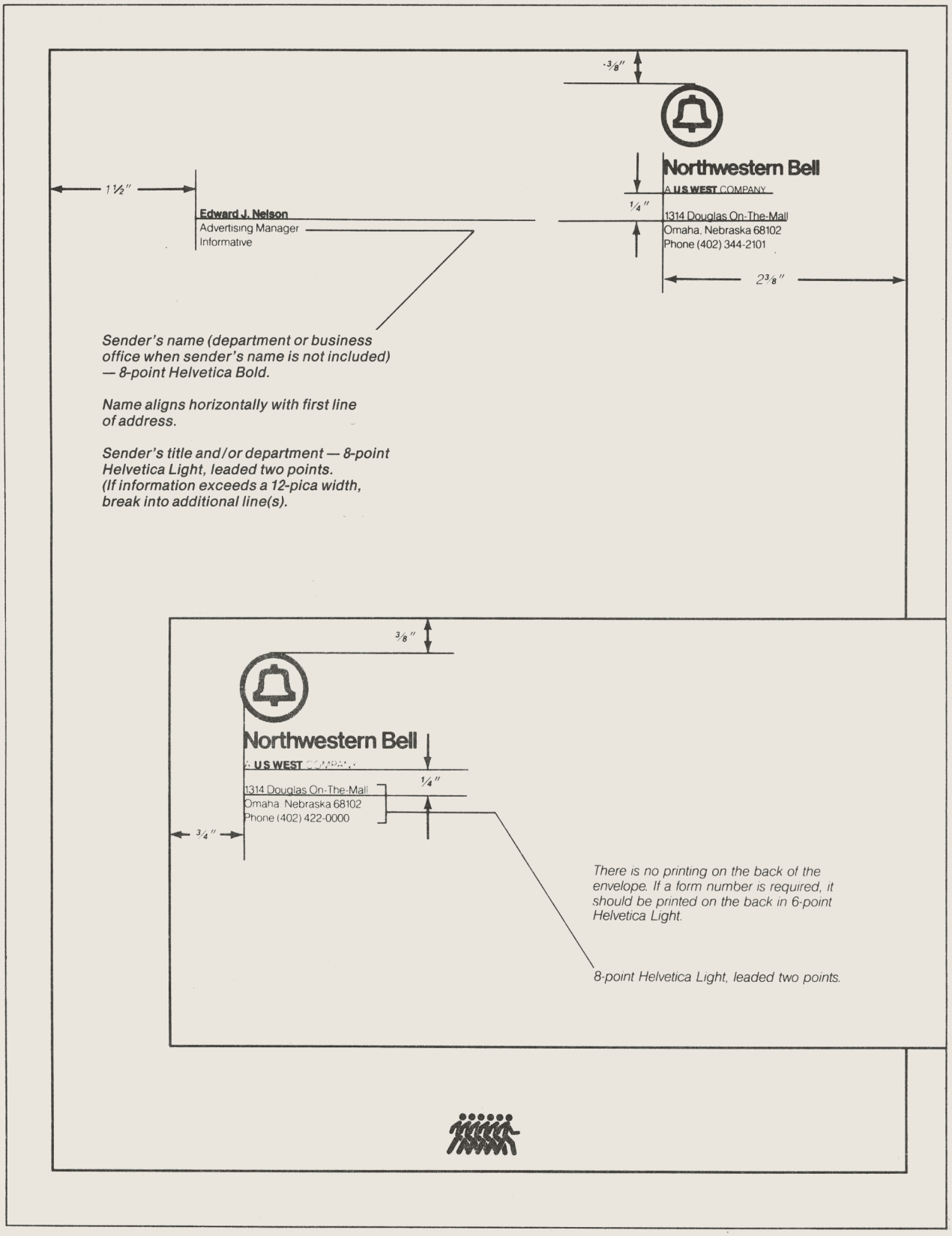


Name: 7-point Helvetica Medium
Telephone Number: 7-point Helvetica Light
Lead two points between lines, set flush left.

Addendum for Pacific Northwest Bell Only

General
Letterhead —
8½"x11"

General
Envelope —
4⅛"x9½" (#10)

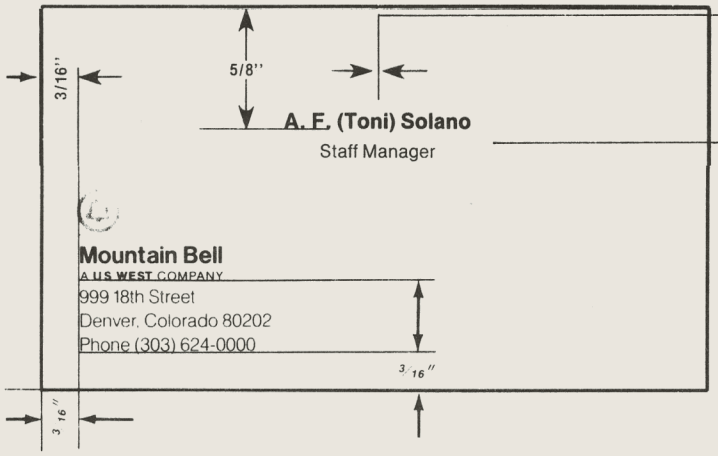

3/8"
Northwestern Bell
A U.S WEST COMPANY
1/4"
1314 Douglas On-The-Mall
Omaha, Nebraska 68102
Phone (402) 344-2101
1½"
Edward J. Nelson
Advertising Manager
Informative
2 3/8"
Sender's name (department or business office when sender's name is not included) — 8-point Helvetica Bold.
Name aligns horizontally with first line of address.
Sender's title and/or department — 8-point Helvetica Light, leaded two points. (If information exceeds a 12-pica width, break into additional line(s).
3/8"
Northwestern Bell
A U.S WEST COMPANY
1/4"
1314 Douglas On-The-Mall
Omaha, Nebraska 68102
Phone (402) 422-0000
3/4"
There is no printing on the back of the envelope. If a form number is required, it should be printed on the back in 6-point Helvetica Light.
8-point Helvetica Light, leaded two points.

Stationery can include department logo or identity in center, bottom

Addendum for Pacific Northwest Bell Only

General Business Card 2"x3½"

One Line Title

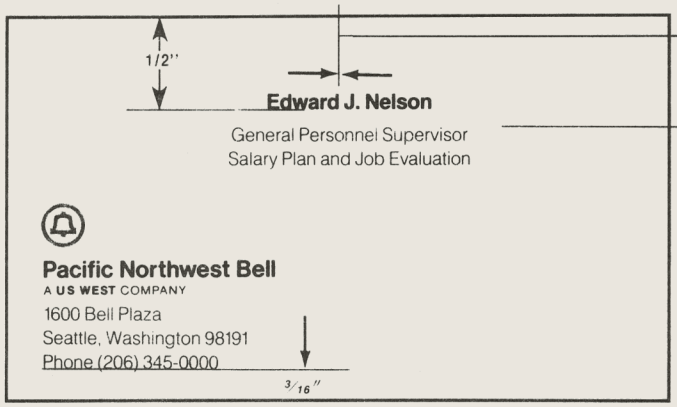


Name and title centered

Name: 8-point Helvetica Bold
Title: 7-point Helvetica Light
Lead four points between name and title

Address/Phone Number:
7 point Helvetica Light
Lead 2 points between lines

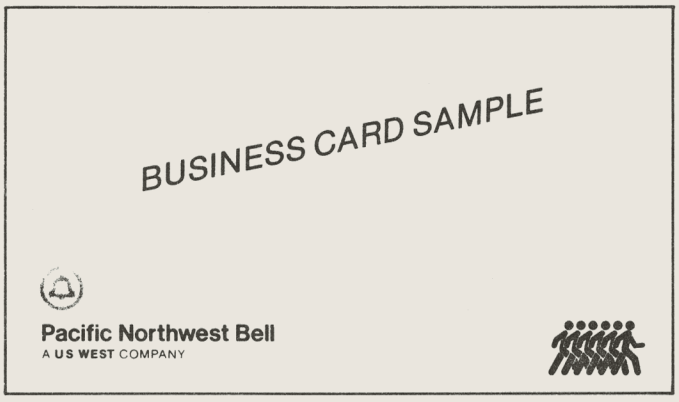
Two or more Line Titles



Name and title centered

Name: 8-point Helvetica Bold
Title: 7-point Helvetica Light
Lead four points between name and title
Lead two points between lines of title

Address/Phone Number:
7 point Helvetica Light
Lead 2 points between lines



Business Cards can include department logo or identity in lower right corner.

8 Building Signage

Corporate
Identification
Program

Graphic Standards
Guidelines

March 1, 1986

8 Building Signage

Mountain Bell
Northwestern Bell
Pacific Northwest Bell

US WEST COMPANIES

Building Identification

Buildings reflect our image to the public.

Building identification should be bold, clean and easily identifiable. It must also conform to our company identification guidelines. Building identification already in use may contain only the Bell symbol. But you should consider updating your signage and adding your company logotype.

Building identification created *after* December 31, 1983, must display the Bell symbol and the company logotype.

The U S WEST tag line is not to be used on primary building signage.

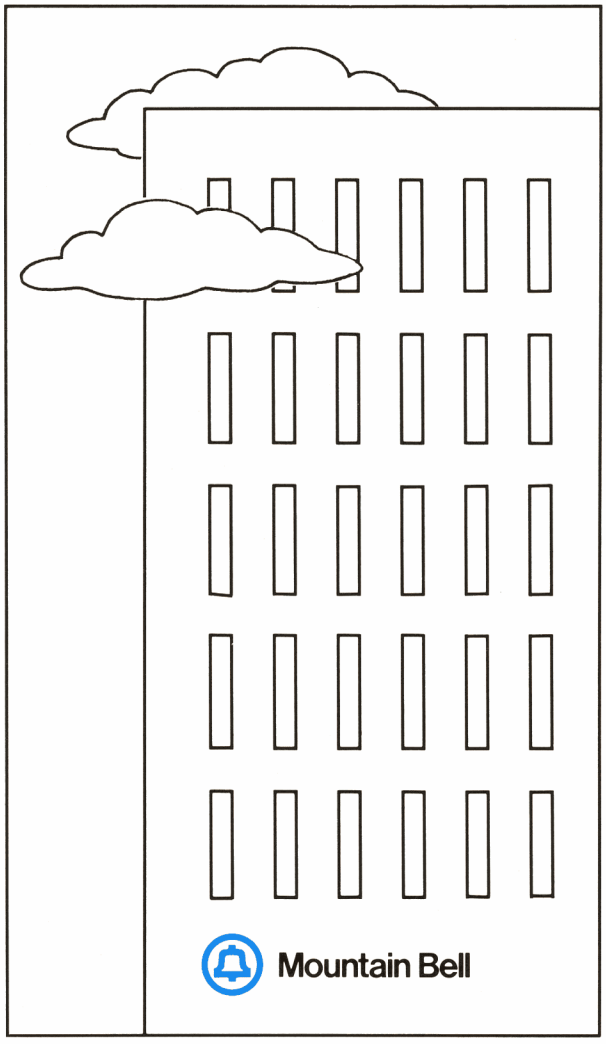
Building Entry Signage

The U S WEST tag line must appear on new secondary building identification, such as doorways, created *after* January 1, 1986.

Building entry signage already in use may continue to display only the Bell symbol. However, the complete corporate signature would be preferable.

Signage created between January 1, 1984 and January 1, 1986 must display both the Bell symbol and the company logotype. Again, the complete corporate signature is preferred.

All building entry signage created *after* January 1, 1986 must display the complete corporate signature.



9 Vehicle Identification

Corporate
Identification
Program

Graphic Standards
Guidelines

March 1, 1986

9 Vehicle Identification

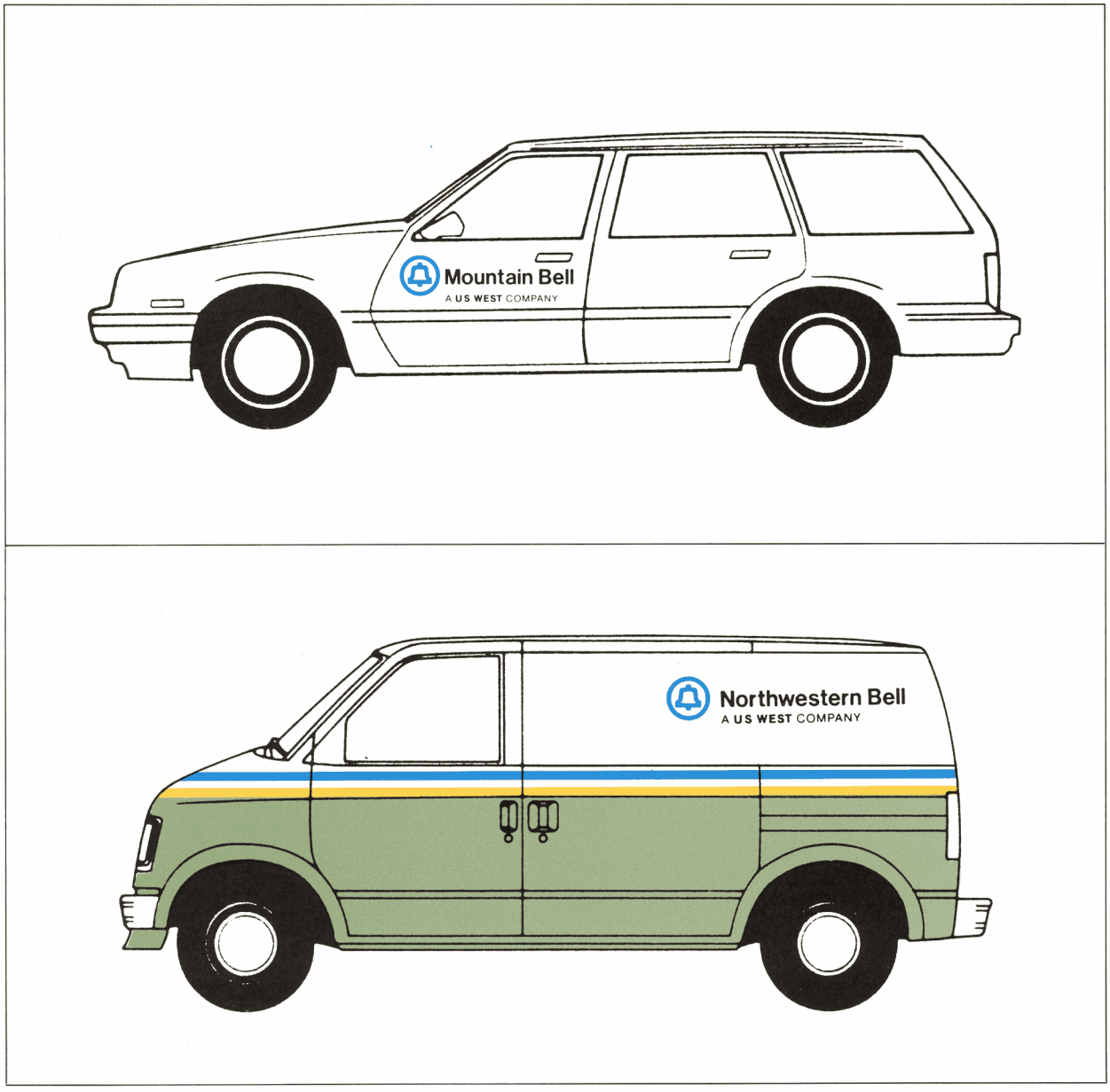
Mountain Bell
Northwestern Bell
Pacific Northwest Bell
US WEST COMPANIES

Vehicle Identification

Our corporate identity is most visible on our fleet of service vehicles.

The new corporate signature and high-visibility stripes create a dramatic look for our vehicles.

Other than the corporate signature and stripes, no supplemental identification, such as decals and bumper stickers may appear on company vehicles.



Reproduction Art

For "Positive" reproduction only, or printing over white or light colored backgrounds. For use in black or dark colored backgrounds.

Please use Reproduction Sheet for "Reverse" reproduction.

Never reverse the images on this sheet.

The relationship of size and position of the components of the Signature is fixed and must not be altered in any way.

To accurately reproduce the Signature in sizes not available on this sheet, a one step reduction should be made from the next larger size.

Do not reduce more than 48%

Pacific Northwest Bell

A USWEST COMPANY

Do not reduce more than 82%

Pacific Northwest Bell

A USWEST COMPANY

Pacific Northwest Bell

A USWEST COMPANY

Do not enlarge more than 123%

Pacific Northwest Bell

A USWEST COMPANY

Pacific Northwest Bell

A USWEST COMPANY

Pacific Northwest Bell

A USWEST COMPANY

10/1/87, replaces all preceding standards

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Do not reduce more than 40%

Pacific Northwest Bell

A USWEST COMPANY

Do not reduce more than 67%

Pacific Northwest Bell

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A USWEST COMPANY

Do not enlarge

Pacific Northwest Bell

A USWEST COMPANY

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Pacific Northwest Bell

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Do not reduce more than 57%

Mountain Bell
Northwestern Bell
Pacific Northwest Bell

USWEST COMPANIES

Do not reduce more than 82%

Mountain Bell
Northwestern Bell
Pacific Northwest Bell

USWEST COMPANIES

Mountain Bell
Northwestern Bell
Pacific Northwest Bell

USWEST COMPANIES

Do not enlarge more than 123%

Mountain Bell
Northwestern Bell
Pacific Northwest Bell

USWEST COMPANIES

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10/1/87, replaces all preceding standards

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USWEST COMPANIES

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Mountain Bell
Northwestern Bell
Pacific Northwest Bell

USWEST COMPANIES

Mountain Bell
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Do not enlarge more than 123%

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Northwestern Bell
Pacific Northwest Bell

USWEST COMPANIES

Mountain Bell
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Mountain Bell
Northwestern Bell
Pacific Northwest Bell

USWEST COMPANIES

10/1/87, replaces all preceding standards

Pacific Northwest Bell
A US WEST COMPANY

Pacific Northwest Bell

A **US WEST** COMPANY

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A **US WEST** COMPANY

Reproduction Sheet for Stationery

Pacific Northwest Bell
A **US WEST** COMPANY

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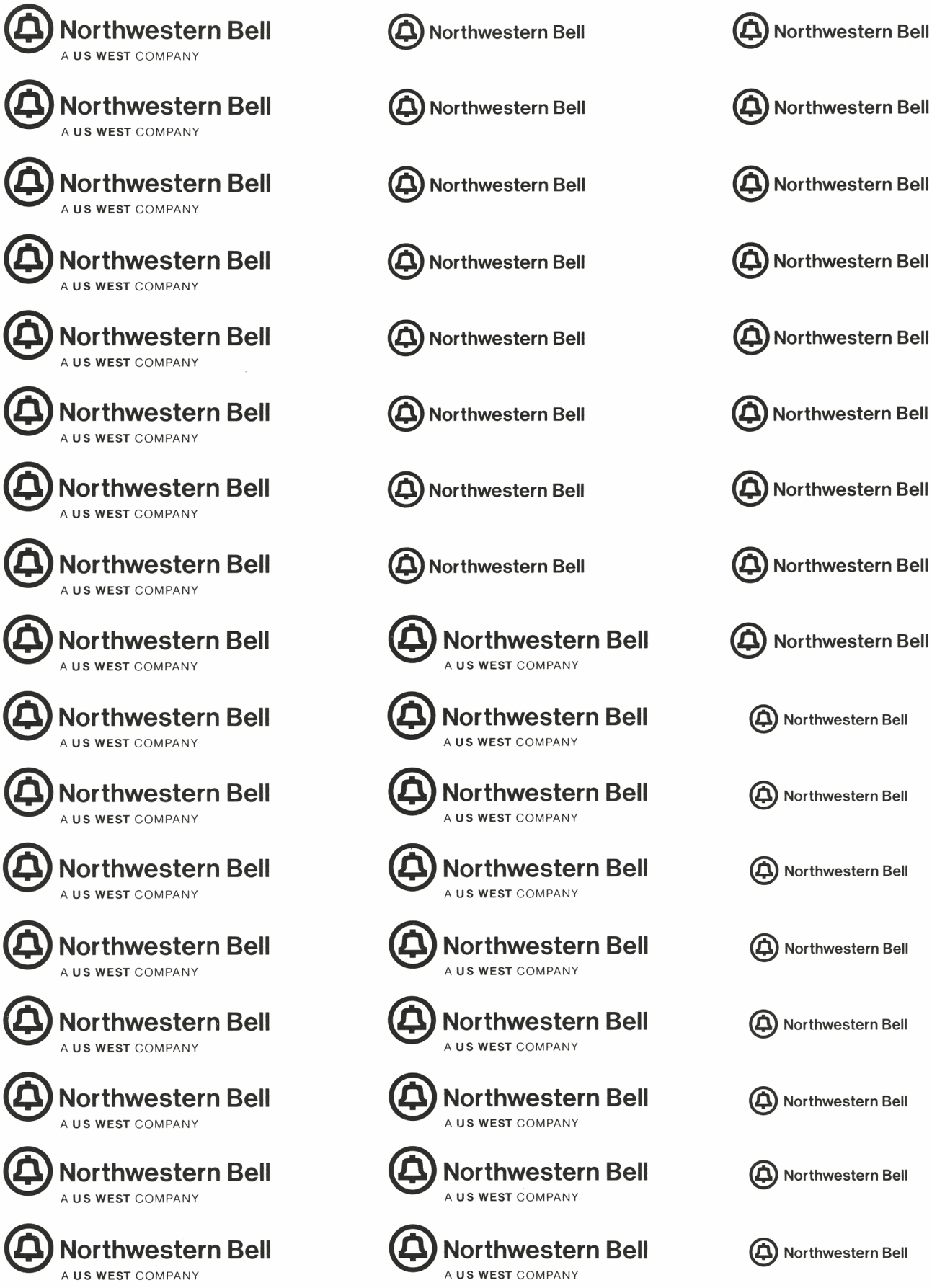
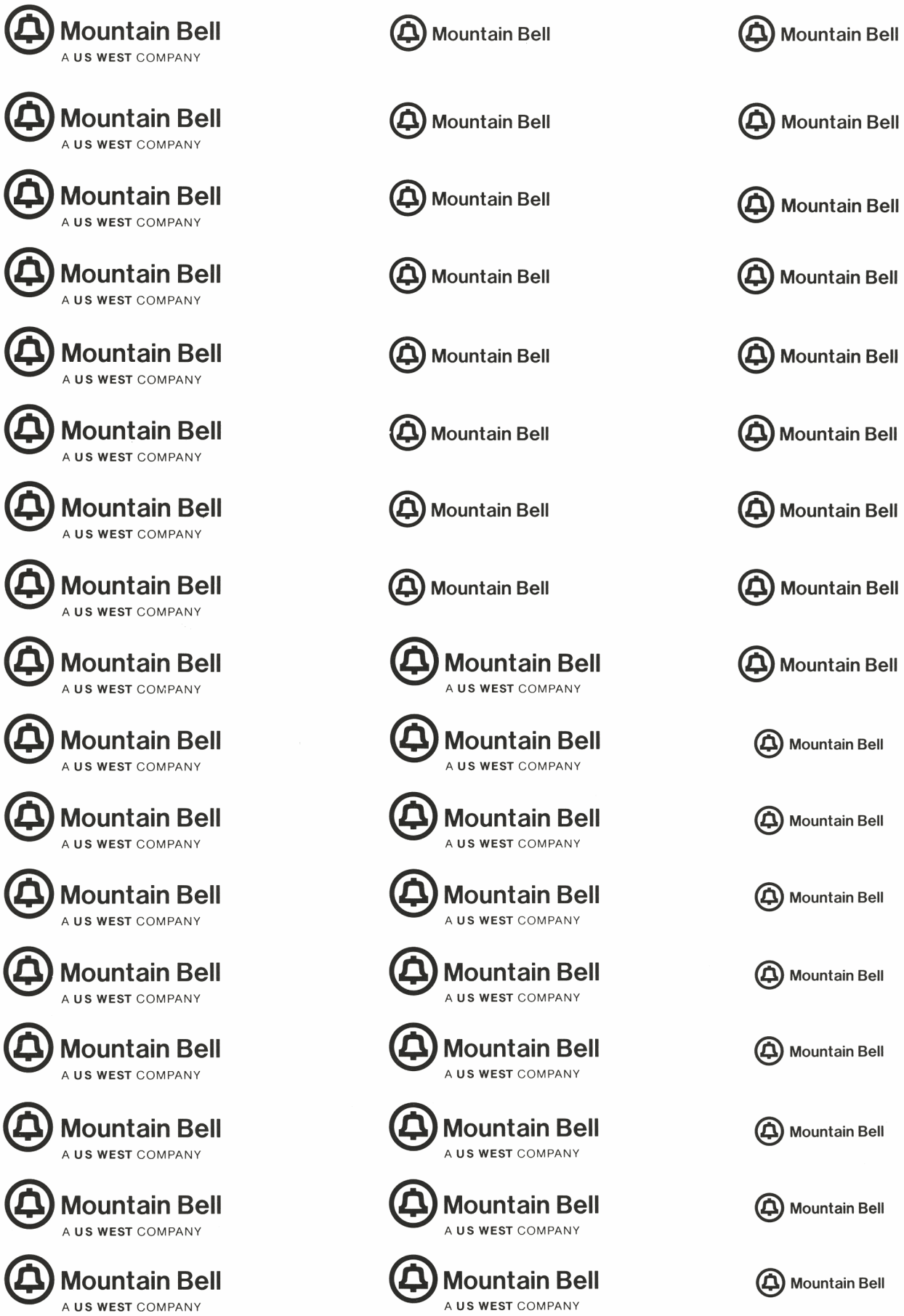
Bell

A **US WEST** COMPANY


Northwestern Bell
A US WEST COMPANY


Mountain Bell
A US WEST COMPANY

Mountain Bell
Northwestern Bell
Pacific Northwest Bell

US WEST COMPANIES

Mountain Bell
Northwestern Bell
Pacific Northwest Bell

US WEST COMPANIES

Mountain Bell
Northwestern Bell
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Pacific Northwest Bell

US WEST COMPANIES

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